

Richard Nixon Presidential Library
 Contested Materials Collection
 Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
29	4	2/28/1972	<input type="checkbox"/>	White House Staff	Memo	From Jeb S. Magruder to the Attorney General. RE: Manchester Union Leader Article on the Nixon Telephone Canvas. 6 pgs.
29	4	2/24/1972	<input type="checkbox"/>	Campaign	Memo	From Jeb S. Magruder to the Attorney General. RE: Campaign Dircetor. 1 pg.
29	4	2/24/1972	<input type="checkbox"/>	Campaign	Memo	From Jeb S. Magruder to the Attorney General. RE: New Hampshire Telephone Canvas. This document concerns the results of phone calls made in New Hampshire regarding support of the president. 2 pg.
29	4	2/18/1972	<input type="checkbox"/>	Campaign	Memo	From Robert C. Odle, Jr. to the Attorney General (bcc: H.R. Haldeman). RE: Attached Weekley Report. This document discusses advertising, agriculture, black liasion, business and industry, elderly, jewish, legal, the media, etc. 11 pgs.

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29	4	2/17/1972	<input type="checkbox"/>	Campaign	Memo	Through jeb S. Magruder to the Attorney General. RE: Audio-Video. This document discusses terminating a RNC contract with David Green and a proposal for an in-house audio-video situation. 27 pgs.
29	4	2/12/1972	<input type="checkbox"/>	Campaign	Other Document	Untitled handwritten note. This document is not signed and discusses troubles with Nixon's campaign. 1 pg.
29	4	2/11/1972	<input type="checkbox"/>	Campaign	Report	Title: Operation Plan for the Wisconsin Primary. 17 pgs.
29	4		<input checked="" type="checkbox"/>	Campaign	Report	Title: Media Proposals, Wisconsin Primary Campaign. 27 pgs.

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 309

Folder: [Campaign 17 Book II Feb. 17-Mar. 3, '72 Folder 2]

<u>Document</u>	<u>Disposition</u>
82	Return Private/Political Memo, Magruder to the AG, 2-28-72
83	Return Private/Political Memo, Magruder to the AG, 2-24-72
84	Retain Open
85	Retain Open
86	Retain Open
87	Retain Open
88	Retain Open
89	Return Private/Political Memo, Magruder to the AG, 2-24-72
90	Return Private/Political Memo, Odle to the AG, 2-18-72
91	Return Private/Political Memo, Shumway to the AG, 2-17-72
92	Return Private/Political Notes, "Wisc..." 2-12-[72]

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
(202) 333-0920

February 28, 1972

CONFIDENTIAL

MEMORANDUM FOR THE ATTORNEY GENERAL

SUBJECT: Manchester Union Leader Article on the Nixon Telephone Canvass

The attached article (Tab A) appeared today on the front page of the Manchester Union Leader. (Because of the poor quality of the telecopier transmittal, a typed transcript is also attached as Tab B.) Very probably, Mr. Leob sent one of his reporters to pose as a telephone volunteer and to pick up a set of phoning instructions.

The second paragraph in the second column states that "Critics of the Nixon committee campaign contend that they must be using paid workers for the telephone campaign, at least in some instances, since long hours of work are involved." In truth, only one person, the manager, is paid in each headquarters. All other participants are volunteers.

The second page of the article, the prescribed conversations, appeared on page 13 of the same edition. It is an accurate reproduction of our instruction sheet with one very major exception. Loeb cut the page in half and placed the top on the bottom. Our copy began with "Hello, Mrs. Smith?..." and proceeded through "For," "Undecided" and "Against." Loeb appears to have sought a negative impression by starting the page with "Undecided" and "Against" and burying "For" at the end of the page.

JEB S. MAGRUDER

CONFIDENTIAL

Phone Workers Convassing State

Nixon Blitz Organized

A Madison Avenue-type telephone blitz campaign has been under way this month in an all-out effort to win a landslide victory for President Nixon in the March 7 presidential primary.

The leaders of the "Committee to Reelect the President" insist that only volunteer workers are being used, but they admit that the cost of telephone service to seven telephone centers in Manchester, Nashua, Concord, Dover, Keene, Lebanon and Littleton is a little on the high side.

C. Allan Walker Jr., executive director of the Nixon state committee, agreed that it was an extensive operation but declined to say how many registered Republicans have been contacted—or what they said—since the campaign was started Feb. 7.

But they made no secret of the fact that the goal is a landslide triumph for Nixon.

One of the instruction sheets reads like this:

"Purpose: To assure a Nixon landslide in the New Hampshire primary on March 7."

Critics of the Nixon committee campaign contend that they must be using paid workers for the telephone campaign, at least in some instances, since long hours of work are involved.

For instance, the shifts outlined in the professionally-prepared Overall Plan are listed as follows:

From 9 a.m. to 1 p.m.; 1 p.m. to 4:30 p.m., and 6:30 p.m. to 9 p.m.

Further, according to the instruction pamphlet, there is a headquarters manager for each of the telephone centers, plus shift coordinators and recruitment chairmen.

The centers are in operation 11 hours per day, six days a week.

Each volunteer reportedly has been given instructions detailing procedures to be followed during the phone conversations.

The objectives of the massive telephone drive, according to the instructional pamphlet, are to:

Show enthusiastic support for President Nixon.

Remind Republicans of the importance of the state's presidential primary at far as the rest of the nation is concerned.

Increase voter turnout for Nixon by stimulating interest and urging GOP members who favor Nixon to cast a ballot for him March 7.

There is a three-step procedure being followed in the telephone drive:

Between Feb. 7 and 23, phone calls were made to all registered Republicans to determine those in favor of the President's reelection, those opposed, and those who are in the "undecided" category.

Return calls will be made to the "undecided" voters between Feb. 23 and March 2 to find out if any of them have decided to support Nixon's nomination.

Finally, a series of "get-out-the-vote" calls will be made between March 3 and 7 to all GOP members favoring Nixon.

The booklet further stated that male volunteers were recruited for the night and Saturday shifts.

"Civic leaders accustomed to conducting business on the phone will be very effective in the President's behalf . . . and should be urged to become involved."

UNDECIDED: If the voter is silent, or hesitates, or won't say, you reply:

"Well, perhaps you haven't made a decision yet. Could you tell me if there is one issue that stands out in your mind as the most important in making your decision among the candidates?"

If voter mentions an issue, note the card accordingly.

In any case, complete the call by saying:

"Thank you. We'd like to tell more information to you about the President and hope you will decide to join us in voting for him on March 7th. Good-bye!"

AGAINST: If voter is against the President, your reply politely:

"Thank you very much. Good-bye."

"Hello, Mrs. Smith? (pause) This is _____ calling."

I am a volunteer working for the re-election of President Nixon.

In the Primary Election this March 7th, can the President count on your support?"

card

FOR: If the voter is for the President, ask competently and reply:

"Wonderful! The President will really appreciate your support.

Thank you and please remember to vote on March 7th. Good-bye."

OFFICIAL GUIDELINES of the tele- of President Nixon's drive for the Repab-
phone campaign being waged on behalf lean Presidential nomination.

PHONE WORKERS CANVASSING STATE

NIXON BLITZ ORGANIZED

B

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"Well, perhaps you haven't made a decision yet. Could you tell me if there is one issue that stands out in your mind as the most important in making your decision among the candidates."

If the voter mentions an issue, mark the card accordingly. In any case, complete the call by saying:

"Thank you. We'd like to mail some information to you about the President and hope you will decide to join us in voting for him on March 7th. Good-bye."

AGAINST: If the voter is against the President, you reply politely:

"Thank you very much. Goodbye."

"Hello, Mrs. Smith? (pause) This is _____ calling.

I am a volunteer working for the re-election of President Nixon in the Primary Election this March 7th. Can the President count on your support?"

FOR: If the voter is for the President, mark computer card and reply:

"Wonderful, the President will really appreciate your support. Thank you and please remember to vote on March 7th. Goodbye."

OFFICIAL GUIDELINES of the tele- of President Nixon's drive for the
phone campaign being waged on behalf Republican Presidential nomination.

T

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
(202) 333 0920

February 24, 1972

CONFIDENTIAL

MEMORANDUM FOR THE ATTORNEY GENERAL

Harry Flemming came up with an idea that I think has some merit and relates to our discussion Tuesday.

As you know, during the last nine months no one here has had a title. All of us think this has helped immeasurably in reducing the friction in a burgeoning political operation.

Harry's thought is that when you become Campaign Director we announce your position, but refrain from giving anyone else a specific title rather indicating a general working situation i.e., instead of calling Pete Dailey Director of Advertising, indicate that Pete will be handling the advertising for the committee. Since the titles really do not mean anything organizationally, it would allow us more flexibility as we build the staff and develop our programs for the campaign.

Recommendation:

That when you become Campaign Director we announce your position, but refrain from giving anyone else a specific title.

Approve Disapprove Comment

Because of the type of work the Finance Division does, we would not recommend that we eliminate titles so we would make a separate announcement for Stans' position and the titles for his staff as appropriate.

JEB S. MAGRUDER

CONFIDENTIAL

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
(202) 333-0920

February 24, 1972

CONFIDENTIAL

MEMORANDUM FOR THE ATTORNEY GENERAL

SUBJECT: New Hampshire Telephone Canvass

The nine telephone centers in New Hampshire had, through Tuesday, February 22, completed 40,306 calls. Each person called is asked if the President can count on his support on March 7th. The response has been:

For the President	24,227	(60.1%)
Against	3,776	(9.3%)
Undecided	12,304	(30.5%)

(The "undecided" category undoubtedly includes many who are unwilling to state their preference.)

There has been no discernable change in the support level for the President in calls made after he arrived in China.

JEB S. MAGRUDER

CONFIDENTIAL

RESULTS OF NEW HAMPSHIRE TELEPHONE CANVASS
THROUGH TUESDAY, FEBRUARY 22, 1972

LOCATION OF CENTER	NUMBER OF CALLS COMPLETED	RESULTS		
		FOR THE PRESIDENT	AGAINST THE PRESIDENT	UNDECIDED
Concord	8,576	4,768	934	2,874
Conway	371	195	36	140
Dover	4,848	2,850	439	1,559
Keene	3,718	2,063	410	1,245
Lebanon	2,456	1,285	336	836
Littleton	2,687	1,745	191	751
Manchester	9,503	6,038	670	2,795
Nashua	5,945	3,820	605	1,520
Wolfboro	<u>2,202</u>	<u>1,463</u>	<u>155</u>	<u>584</u>
	40,306	24,227	3,776	12,304
		(60.1%)	(9.3%)	(30.5%)

X

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
(202) 333-0920

February 18, 1972

CONFIDENTIAL

MEMORANDUM FOR THE ATTORNEY GENERAL

Attached is our weekly report.

ROBERT C. ODLE, JR.

✓ bcc: Mr. H. R. Haldeman

CONFIDENTIAL

ADVERTISING

Television, radio, and newspaper creative material was presented to the Strategy Group and approved for New Hampshire.

It was decided to hold production on television commercials for Florida pending a review of a late poll and determination if media will be used in that State.

Posters and banners using the "Re-elect the President" theme were developed. Television and radio commercials will be produced the week of February 21 in Milwaukee.

A Nielson pilot research project to identify viewing habits of independents and ticket splitters was authorized.

Briefing meetings with Special Group heads (youth, Blacks, older Americans, etc.) will be held at the Agency beginning next week.

AGRICULTURE

The major issue of the week was the dock strike, with progress finally being made both in Congress and in negotiations. The loss to American agriculture from this strike is almost incalculable. Politically, this has to be a winning issue for us -- particularly in agriculture, but also in the coastal areas. Not only has the Congress procrastinated in dealing with the permanent strike legislation introduced by the President about two years ago, but it even procrastinated in dealing with the emergency legislation that he introduced about three weeks ago.

At our suggestion, USDA is about to begin a series of "mini seminars" to which small groups of agribusiness leaders (perhaps 20 or 25 people per meeting) will be invited. This will be done on an industry by industry basis (feed manufacturers, meat packers, etc.), in sessions of about two hours duration with Secretary Butz presiding. We will work with USDA on the list of people to be invited, and may follow the seminar hosting them for lunch. This should be a fine public relations gesture, and hopefully will redound in equally fine campaign support.

We have begun to work with Nixon state chairmen in the selection of agricultural sub-chairmen for the various state campaigns. Numerous contacts were made this past week, and these will continue in the immediate future. If we do not have to wait for the naming of Nixon chairmen, we should be able to select all agricultural sub-chairmen by April 1.

BLACK LIASION

Most of the week's activity took place in the field. At the request of the Miami-Dade County Chairman we met with a cross-section of community leaders. We arranged for a speech by a White House staff member on Administration accomplishments. Organization was discussed as arrangements were made for a follow-up visit by a Black Appointee on February 18, 1972.

We visited with the South Carolina Nixon State Chairman, reviewed his committee structure and followed up with key contacts.

At the request of the Committee's representative handling celebrities we visited Sammy Davis, Jr. in Los Angeles. He was receptive (as reported previously) to supporting the re-election efforts and can now be counted on for limited key appearances. While in California, additional contacts were made with persons who will be active on citizen committees.

Black appointed officials, following our meeting with them, continue to contact the office and include EEOC Commissioner Colston Lewis and Bill Sharp of OEO.

Work was done on stimulating interest in Blacks running for office -- notably, D.C. Councilman, Rev. Jerry Moore, has been urged to run for Congress.

We devoted time to bridging gaps that exist between regular long-time Republicans and Democrats/Independents interested in supporting the President -- in Detroit and Atlanta. This is an area where additional competitiveness can be expected to appear.

In continuing data collection contact was made with the Research Division of the RNC. We have now set up loose-leaf briefing books on Blacks for various citizens committees.

BUSINESS AND INDUSTRY

During the week of February 8 we visited Chicago, Denver, Los Angeles, San Francisco, and Boise, Idaho. During these visits a number of questions regarding the new law came to light, and some questions regarding the legalities of various activities of businessmen were raised.

We have been discussing the ramifications of the new law and the legal questions raised with the General Counsel of the Committee and have been assured that answers to these questions will be considered and will be forthcoming. When these answers have been received, we plan to re-visit those who have raised these questions.

Work is being completed on the preparation of training materials for the various Chairmen and their organizations.

On February 15 we plan to visit Houston, Texas. This will just about complete our initial tour of our target Chairmen.

ELDERLY

Todd devoted a major part of his time to problem solving within the Executive Branch as regards the work of the Cabinet Committee on Aging; the Special Message of the President due March third; staff assignments within the Domestic Council Working Group and within HEW and refining Administration positions on the various recommendations of the WHCoA.

It has been decided to move forward in four major subject areas, each with its own project manager. These areas are: Housing, Nutrition, Manpower Development/Volunteers and Establishment of Localized "Ombudsman" Offices for the Elderly. Action plans are well enough developed for inclusion in the Presidential Message March 3.

The message, while built around the Older Americans Act, will be written to serve as our basic platform for this constituency. Until it is completed, it will continue to take most of Todd's time.

Todd continued follow-up on implementation of the Administration's media plan and, while we still have not identified all the individuals, we are much closer.

Arthur Flemming reported "positive" reaction to his appearances in Florida and California but received strongly negative questioning on Value Added Tax. Also, he stressed the need to continue to show forward movement on the part of the Administration.

We drafted a letter to each Nixon State Chairman and obtained clearance from Flemming so that when agreement is obtained on our campaign plan, we can immediately begin selection of our committee and chairman.

Mills spent three days in Florida attending meetings and discussing OAD concerns and activities with Tommy Thomas, Paula Hawkins, Howard Weber, Maxwell Callaway, and Senator Brock's staff. Mills states that Weber has begun implementing his plan aimed at turning out pro-Nixon elderly in the ten target counties. He met with our AOA Florida contact and discussed program implementation problems, possible visiting sights, and politically sensitive issues as they relate to the Florida senior citizen.

JEWISH

The Middle East section of the President's "State of the World" message has been exceptionally well received by the Jewish community as a statement of current White House policy. Some parts of the general press (Washington Post and others) noted a subtle, but unmistakable shift in policy toward Israel. Larry Goldberg has arranged to send out 6,000 copies of the Middle East section, with the cooperation of the leading Jewish organizations.

An exchange of letters between Ruth Alexandrovich Averbuch and the President was released this week and should contribute to the building of the President's image on the issue of Soviet Jewry. Mrs. Averbuch was one of the heroines of the Soviet Jews and was imprisoned a year in the U.S.S.R. before her recent release. She has been traveling the United States on a speaking tour.

Organization of the effort in the Jewish community on a state level continues with a trip to California as the next step. Recruitment throughout the country is continuing, and research on putting together the record of the Nixon Administration's aid to Israel has been undertaken.

Research projects to determine the background of Muskie's advisors on Middle East policy has also been started. A sample of this is the search for data to document the judgement that Muskie neoisolationism would be damaging to support for Israel here in the United States.

LEGAL

Two conferences were held with Paul Muller, Financial Vice President of November Group, Inc. (our in-house advertising agency), re a proposed sublease of space in New York City which currently is under lease to E. R. Squibb and Sons, Inc. This was followed by a review of the proposed sublease submitted by Counsel for Squibb; the finding of several defects therein, and renegotiation thereof with Squibb. (Squibb is now seeking approval of the proposed sublease from the primary lessor.)

The Hatch Act was researched for its applicability to certain activities of employees of the Postal Service and a letter reflecting same was prepared for the signature of Frank Dale.

Mr. Joanou was advised concerning the applicability of the equal time provisions of the Federal Communications Act as they apply vis-a-vis Republicans and Democrats in primary elections.

Mr. Henry Cashen of Mr. Colson's office was advised concerning certain of the provisions of the criminal code amendments made by the Campaign Communications Reform Act in connection with the raising of funds by those who are officers of, or employed by, corporations.

A conference was held with Messrs. Fangboner and Harper of the Business and Industry Committee for the Re-election of the President to advise them concerning the effect the Campaign Communications Reform Act will have on their organization under various prospective methods of structuring their regional and state suborganizations.

At a meeting in the White House chaired by Mr. Colson and attended by Mr. Bryce Harlow and representatives of major U.S. industrial corporations, questions about the Campaign Communications Reform Act were answered in detail.

Mr. Dailey was advised concerning the use of telephones in polling, in light of the telephone expenditure limitations contained in the Campaign Communications Reform Act.

At the request of Mr. Millspaugh of Mr. Dent's office, a telephone conference was arranged with Governor Dewey Bartlett and his counsel, David Russell, in which we analyzed for them the Campaign Communications Reform Act. A similar service was afforded John Faust, Esq., Counsel to the Oregon Committee for the Re-election of the President.

We continued to negotiate the lease for the armory in Manchester, New Hampshire, for the evening of March 3, and drafted an agreement for execution by Governor Dwinell. We also continued to negotiate an aircraft charter for the trip to New Hampshire on March 3. Discussion with air taxi operators continued for a possible long term contract. New legislation affecting the Massachusetts primary was researched.

In Florida, we negotiated the use of the Miami auditorium for the March 9 rally there.

POLITICAL

On February 14 our chairmen in Rhode Island and Pennsylvania were announced. James L. Taft, Jr. Mayor of Cranston was announced as our state chairman in Rhode Island. Taft, 41, was elected mayor in 1970 after 8 years in the state senate, the last two as minority leader. Our Pennsylvania chairman, Arlen Spector, District Attorney of Philadelphia was announced at a press conference on Capitol Hill; Senators Scott and Schweiker

attended and will serve as Honorary Co-chairmen.

As of the 14th of February we have announced chairmen in 15 states, 11 are ready for announcement, and 15 are in the final stages of setting up.

PR/MEDIA

The Pennsylvania and Rhode Island press packages were prepared by Art Amolsch for the state Chairmen's announcements Monday, February 14.

Ann Dore continues to work with Al Kaupinen on future state announcements. In addition Ann Dore has consolidated speakers bureau and White House speakers schedules and is serving New Hampshire, Wisconsin and Florida in building appropriate media around the speakers appearance.

Ray Caldiero, of William Marriott's office, offered his services to the Committee for a couple of weeks and will handle press activities for the big New Hampshire and Florida rallies through our office. Girard coordinated with our New Hampshire people after Governor Romney faced anti-war demonstrators in Manchester. We initiated a statement from Governor Peterson criticizing the demonstration.

Tom Girard arranged for Senator Dole to represent the President on WTRL radio in Bradenton, Florida. Amolsch and Girard wrote a three-minute statement on why the President should be re-elected. Girard read it for the station, which played it hourly on Friday, February 11.

Girard arranged for coverage of the Environmental Message on the audio and video services. William Ruckelshaus and Russell Train recorded audio statements and Train did some videotaping. Girard and Van Shumway had lunch with Hal Bruno of Newsweek. A Japanese television station, represented by White House correspondent, Mr. Wakamatsu, shot silent film in the office. On Monday, February 7 Van lunched with Don Irwin of the Los Angeles Times.

Clay Whitehead, Director of the Office of Telecommunications Policy, met with Girard regarding an offer from the National Cable Television Association to provide free cable time to the President's campaign. Dan Rather of CBS was given the word about our N.H. rally with Governor Rockefeller by Girard. Rather used the material in a political wrap-up on Friday night's evening news.

Art Amolsch worked on the production of the Press Director's Handbook, as well as a 2,500 word article on the Nixon record

for Home Library Systems which plans to use it in a book entitled, "Know your Candidates". Amolsch also completed a re-write of direct mail pieces, and authored a letter from Mrs. Mitchell to Republican Professionals Conference attendees. In addition Amolsch wrote the N.H. Appreciation Day release; rewrote mock-election release on N.H. College student balloting; wrote release on Morton in Richmond, Virginia.

David Allen discussed ways in which to help the business section of the Committee develop campaign issues geared to businessmen including issue input for the development of "businessmen's kits" for the campaign. Allen also attended Kissinger press conferences pertaining to the President's Foreign Policy Report.

Van Shumway attended the three-times-a-week planning meetings with Chuck Colson. He also met with all heads individually of the various special interest groups or adjuncts of the Committee to discuss their programs and the press and PR support we shall give.

All members of the department met for a daily staff meeting and all continued to probe into the David Greene audio operation.

Girard prepared for Senator Scott a letter incorporating more of the President's quotes from 1968 on the issue of a President's responsibility vis-a-vis the war.

SPOKESMEN RESOURCES

Bart Porter met with Frank Gifford in New York to discuss the organization of an Athletes for the President group. Gifford promised help and said he would speak to Pete Rozelle, President of the National Football League.

Porter met with Sam Levine, the Industrial Commissioner of the State of New York. Levine has promised to help locate possible candidates to head up the Labor for the President Committee.

Frank Naylor was interviewed as a possible candidate to run the Veterans for the President group.

Curt Herge has met with Kenneth Lloyd, Co-Chairman of our Colorado Committee for the Re-election of the President and George Cook, Chairman of our Nebraska Committee for the Re-election of the President. The purpose of these meetings was to discuss the Spokesmen Resources program.

VOTERS' RIGHTS (BALLOT SECURITY)

Chotiner met on February 11 with Fred Lunding and Charley Barr for preliminary discussion of Voters' Rights program for Illinois.

The budget is to be submitted promptly with a determination of how much will be contributed by the Governor's and Senator's Committees.

Met with our chairman in Missouri, Donald Stohr, and Jack Nangle (February 11). As in Illinois, both men are experienced with the subject, and same ground was covered with them as was the case in Illinois.

A budget will be submitted in 10 days, outlining what will be needed for qualified field men to cover the "problem" states.

In due time it may be necessary to help the states defray the cost of the operation; and even though we can debate the subject of whether it should be financed locally, the important thing is to see that the job is done.

YOUTH

The results of the mock election at New Hampshire College won by the President received good coverage, especially on local radio. It ran as the lead story from 8 P.M. to 8 A.M. the following day.

Our efforts now are completely geared toward supplying volunteers for the telephone campaign, setting youth appearances for the speakers we have scheduled and winning the remaining mock elections.

A voter registration meeting was held in California last weekend. Attending were representatives of the campaign organization, the Young Voters for the President and the State Central Committee. An initial format and schedule have been agreed on, with March 15 the target for getting drives underway. Lou Barnett, formerly of the Los Angeles County State Central Committee, has been hired to supervise our special registration efforts.

Our efforts are aimed at supplying volunteers for the direct mail-volunteer programs. Registration is now closed and we are currently geared up for a major drive after the primary.

Counsellor Finch will address the student body at Dartmouth a week before the mock election.

Virginia Knauer will speak to a consumer affairs conference in Milwaukee on March 21.

Harry Dent will address the Southern Universities Student Government Association in Miami on April 21. This was originally a Presidential request.

Representative Archer will address the state convention of the New Mexico YR's.

Brenda Box, Miss Texas and a member of the announced Young Voters for the President Committee, will attend a registration rally in Houston February 19.

Henry Spieglebatt of HEW will address the Upstate Medical Society Conference in Syracuse, New York. This was originally a Presidential request.

Representative Kelly will address the College Republicans of Pennsylvania.

Representative James will address the Carroll County Young Republicans of Missouri.

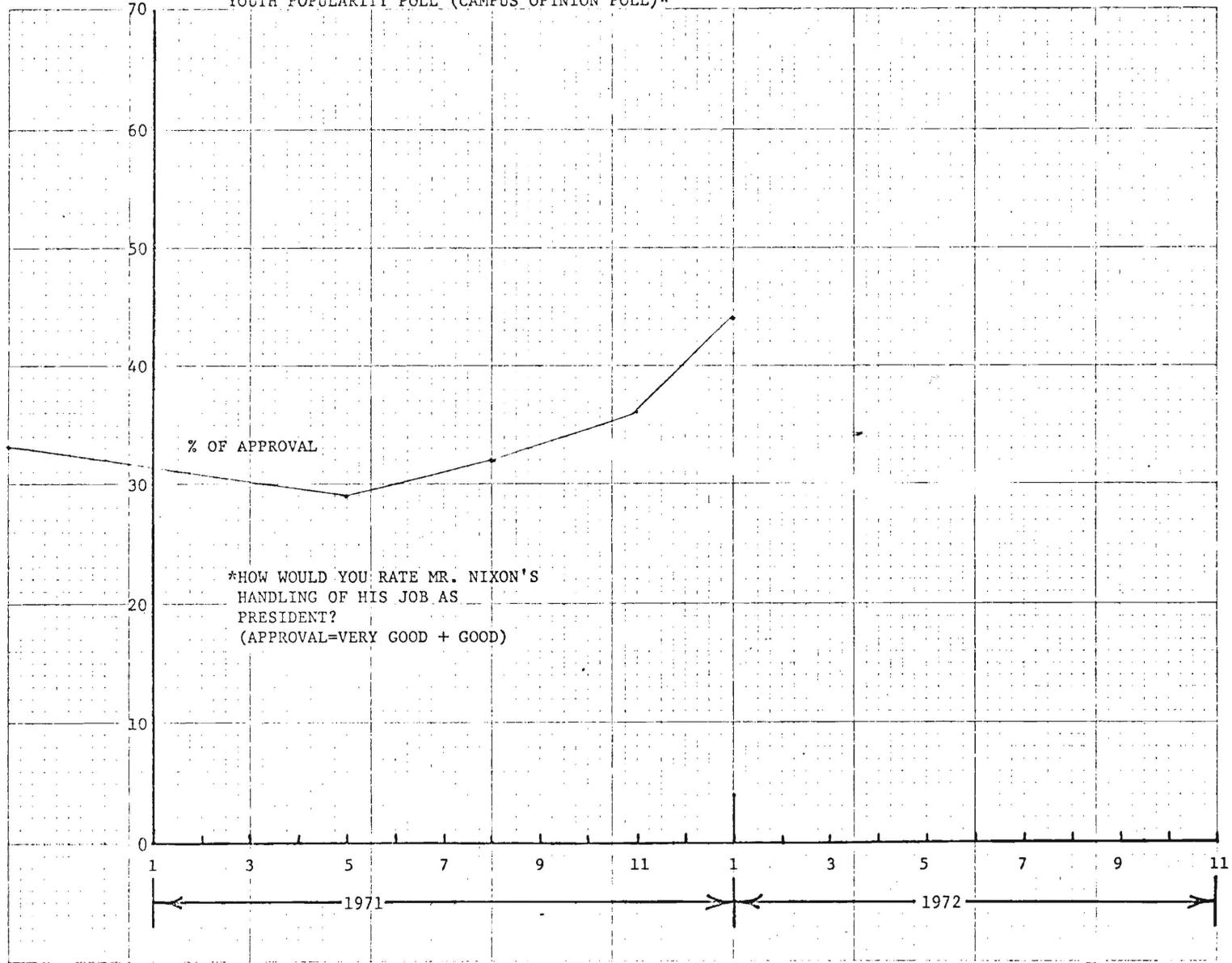
Attorney Joseph Forstadt will address Horace Greeley and the Archbishop High Schools in New York State.

Representative Larry Simpson will address the student body at Hebron Academy in Maine.

RESEARCH AND STRATEGY

The Youth Popularity Poll by the Campus Opinion Pollsters shows the President gaining support of approximately 8% over the last two months. See attached.

YOUTH POPULARITY POLL (CAMPUS OPINION POLL)*



% OF APPROVAL

*HOW WOULD YOU RATE MR. NIXON'S
HANDLING OF HIS JOB AS
PRESIDENT?
(APPROVAL=VERY GOOD + GOOD)

1 3 5 7 9 11 1 3 5 7 9 11
← 1971 → | ← 1972 →

X

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WASHINGTON D C 20006
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February 17, 1972

CONFIDENTIAL

MEMORANDUM FOR THE ATTORNEY GENERAL

THROUGH: JEB S. MAGRUDER

SUBJECT: Audio-Video

As we said to you in the February 15 Audio-Video memo, it is our recommendation that we immediately terminate the RNC contract with broadcast consultant David Green. The basic premise of contracting outside of RNC is wrong. The audio-video system should be run in-house. A description of the situation and our proposal follows.

Current Arrangement

Green currently has a contract with RNC for \$12,127.00 per month through February 1973. This arrangement was worked out by Lyn Nofziger during his tenure at the RNC. A copy of the contract is included as Tab A.

Under his contract Green has been providing 300 videotape cuts of senators and congressmen to television stations around the country. He has also been providing periodic audio feeds to radio stations.

This contract has no monetary ceiling and Green frequently has exceeded this amount, with RNC paying the additional expenses. For instance, on January 10, Green submitted a bill for \$24,899.45 which RNC paid. The bill is included as Tab B.

These video cuts have been sent back to TV stations in the lawmaker's area, frequently in great quantity. For example, on February 2, he shipped cuts of Illinois Congressman Tom Railsback on the Rural Development Message to all 26 Illinois TV stations. This used up about \$800 of the contract. A list of all the recent shipments is included as Tab C.

Proposals

At the start of the year, Green proposed a system for the campaign. He asked for an immediate advance of \$550,000. This document is included as Tab D. The proposal provided for purchase by Green of videotape equipment for the House and Senate. Tom Girard and I spent a couple of weekends reviewing this proposal and discussing it with some top broadcasters. It was decided that the proposal

is included as Tab E. This also was unsatisfactory.

The extended negotiations turned out to be worth the exhaustive effort, however, since they produced a very thorough examination of David Green. We believe he has many, many shortcomings.

Our Conclusions on Green

- 1) Use of videotape is bad. Film should be used. It is cheaper; the cameras are more mobile; it is faster; it is preferred by broadcasters; and the Senate and House Recording studios already have videotape facilities.
- 2) Green's plans for this election year are too oriented to Capitol Hill. He really wants us to underwrite very expensive feeds by lawmakers back to their district. While election of GOP members is critical, our main budget should go to the President, with support to the Hill on a more reasonable basis than that used by Green.
- 3) His material is shipped with no editorial judgment. Recently, cuts of Congressman Railsback on the Rural Development message went to all 26 Illinois TV stations. This cost about \$800. Conceptually and financially this is bad.
- 4) Green says he has separate arrangements with some senators and congressmen. (Tab F.) This is duplicity. If RNC has an audio-video service, in-house advice and extra help could be provided free as part of the whole operation. Also, Green oversells his own importance in this area. Lawmakers have press secretaries and with help from congressional and RNC press people, the job can be done as well as anything Green suggests.
- 5) Few top flight broadcasters have heard of Green and, it is our belief from some checking (not an empirical review) that usage is less than the 2/3 Green claims. Indeed, on special dock strike coverage a week ago, an informal report from Green's wife, Gloria, to Girard, showed 1/3 usage on something that was of major importance to the forty TV stations fed on the West Coast. Other less critical material may not be seeing the light of day.
- 6) Green has been obstinent every step of the way. He has refused to be specific about what he does, except under intensive questioning. In one case we had to learn about his staffing setup from his audio man, Jim Hunt, rather than from Green.
- 7) Green's audio quality is abominable. It makes us look foolish next to the far superior Democratic service. Green's poor quality can be heard on 821-2605. DNC is on 333-8260. Until yesterday, Green had insisted everything was fine. Apparently in fear of trouble he finally agreed to do something to make it better.

- 8) A week ago, Green denied Girard information on what Green had been doing. Girard asked for the audio-video report that had been provided previously to RNC. Green said no, demanding an answer to his contract proposals before he would honor the request, which fell under the existing contract. Girard had to call Bob Tuttle at RNC to ask him to call Green to tell him to give Girard the information. This was done and the information was provided.
- 9) To provide special coverage of the Brock youth news conference a couple of weeks ago Green hired a TV crew and an audio man. He informed us this would cost \$140. Now he says it cost \$800.
- 10) Green has consistently overspent his budget, without seeking any advance approval from anything he has done. Witness the audio-video reports for recent weeks, covering the period when our committee was supposedly in charge. Green went on about his business and told us nothing.
- 11) Green's proposals have represented a totally unrealistic picture. For instance, he says he can arrange for this videotape setup off the House and Senate floors. Our information is that this would be probably impossible, especially on the House side.
- 12) In his audio operation, Green has pirated tape from other radio stations off the air. This is unprofessional, totally unethical and definitely illegal. This was done with the President's State of the World Radio report a week ago. If the campaign can't get tape on its own of its own candidate, there is something radically wrong.

Green's faults can also be documented by a memo we obtained by Gary Sukow, the Director of Broadcast Services for the Republican Congressional Committee. (Tab G) He said that an expanded program with Green "would be a serious waste on the part of the Republican Party." Sukow is a former broadcaster, who runs a very fine film service for the congressmen. He recently contracted with Green for three months for audio. Girard has talked with Sukow, who would like to see us move to the system I describe later.

Our Proposal

We suggest that we immediately create our own audio service, which would be housed on the third floor of our committee. We should hire Scott Peters, a ten-year veteran of and current manager of the highly successful United Press International Audio Service. He would come to work for about \$27,000.00 on an annual basis. Peters is very experienced in setting up equipment, in judging news values and in dealing with broadcasters. He would be a tremendous addition to our staff.

This service would gather tape of our surrogates as they speak in Washington and around the country. Often radio stations are unable to reach or receive tape of key figures. We could always do so easily and have the tape fed out quickly. Before a speech we could record our surrogate so that this tape could be released at the time the speech is delivered. This would insure high usage.

We could also use this to feed out the voices of senators and congressmen to their home districts. We could fill the needs of the Republican Congressional Committee. During the President's campaigning after the convention, we should send an audio man with him. In this way we could use many portions of the President's speech and emphasize the issues we wanted to in the target areas where those issues are critical.

For instance, if the President were to speak in Detroit and the major news organizations were to lead with his foreign policy remarks, we might send out excerpts of other topics. His positive comments on unemployment could be sent to areas where the economic issue was a problem. His remarks on the space shuttle could be sent to Florida, Texas and California. In sum, we could tailor his speeches to the target states.

We also feel that a film crew should be rented or hired to perform similar functions now in relation to the surrogates and possibly to the President later. The personnel and equipment would probably run about \$25,000.00.

Here is how this would work. If Secretary Butz were to make a major speech to a farm group at 6 p.m. in Chicago, we could film his key comments at his office here at 10 a.m. Then we could run off duplicates of that film and send it to TV stations in the farm belt. Again, we would selectively spend our dollars using them on the occasions and in the specific settings where they would do us the most good in reaching our target voters.

After the convention this system could be used to provide a service on Presidential campaigning that would give TV stations the same kind of issue material I just described for radio.

Conclusions and Recommendations

We are convinced that our system will provide the campaign with the best possible exposure of our point of view on radio and TV at the most practical cost. Under the David Green setup the attention is on Congress. Local stations grow weary of their familiar faces,

whatever the subject. They always like a national figure, and especially when he is talking about an issue in which they have a vital interest.

The radio and video program we suggest could be used this year and easily be incorporated into the RNC operation after the election. In this way we would bring the system in-house, where it has belonged all along.

We recommend that the David Green contract be dissolved, which may cost \$15,000 to pay him off. This has been discussed with Gordon Liddy, who says it can be done. Magruder and I also discussed the entire Green matter Wednesday, February 16, with Tom Evans at RNC. He agrees.

As an alternative, we could allow the Green contract to run out and limit it to its current monthly level. This would eat up \$120,000 in an unwise operation. It would also give Green more time to pursue friendships on Capitol Hill, but, as we have indicated, some lawmakers like a free service provided by RNC through Green and will complain if it is gone. We can try to assist them where possible in our audio program.

The Alternatives

1. That immediate steps be taken to cancel the Green contract, pay him off and establish our own audio-video system by hiring Scott Peters (Our recommendation).

Approve _____ Disapprove _____

Comment _____

2. That we continue Green's consulting contract, restricting activities to Capitol Hill and hire Peters to direct Green, while setting up our own system to promote the Administration.

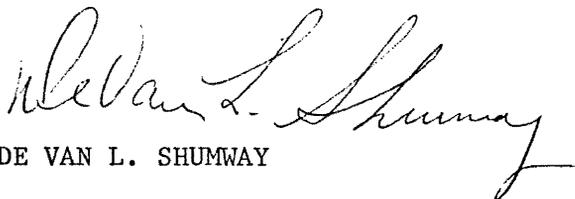
Approve _____ Disapprove _____

Comment _____

3. That the Green contract be continued with an absolute ceiling at its present \$12,127 level, and with an effort to bring Green under stricter control. (We are not optimistic of success in this area, primarily due to Green's private consulting status with other clients.)

Approve _____ Disapprove _____

Comment _____


DE VAN L. SHUMWAY

CONFIDENTIAL

Current ContractCONSULTANT'S AGREEMENT

Agreement, dated 2. 1. 1971, 1971, between The Republican National Committee (hereinafter called "Committee"), and David Green, Broadcast Consultant (hereinafter called "Consultant"),

WHEREAS, the Consultant submitted to the Committee a proposal for media services under date of February 15, 1971, subsequently amended by Addendums 1 and 2, (hereinafter called "the proposal"), offering various alternative levels of services, and the Committee desires to enter into a contract for one of the proposed alternates,

NOW, THEREFORE, the Committee agrees to employ the Consultant upon the terms and conditions hereinafter set forth:

1. Consultant's Duties. The Consultant is engaged by the Committee to provide the Consultant services as fully set forth in the last two pages of the proposal under the headings "Fees" and "Terms" (as amended by Addendum 1) at a level of 60% of the electorate, three times a week, as shown in Addendum 2 to the proposal, totaling monthly \$10,174.

2. Term. The consulting services shall commence two weeks from the date of payment by the Committee of the first advance as provided in paragraph 3 below. The original term of this agreement shall be 90 days from the commencement date of the service. The term of agreement shall automatically be extended for another six month term, unless either party hereto shall serve written notice upon the other, at least 10 days prior to the termination date, that the agreement is not to be extended for the six month period. This agreement shall automatically extend for a further twelve month period upon the termination of the six month renewal unless either party shall

serve written notice upon the other, at least ten days prior to the termination date, that the agreement is not to be extended for a further twelve month period.

3. Compensation. The Consultant shall be compensated for services as follows:

a. Advance. Upon the first day of each new month of service (except for the initial advance payment which shall be made two weeks prior to the commencement of service), the Committee shall pay to the Consultant \$10,174 as an advance covering reimbursement of costs as set forth in c. below and prepayment of the Consultant fee as set forth in subparagraph b. below.

b. Consultant Fee. The Committee shall pay the Consultant for his services \$1,000 monthly, payable as part of the monthly advance of \$10,174. This payment covers the personal services of the Consultant and his overhead expenses, which are estimated as follows:

<u>Item</u>	<u>Estimated Amount of Overhead Expense on Monthly Basis</u>	
Payments on vehicle to be used for pick-up and delivery (lease or buy)	\$ 85.00	
Collision/comprehensive insurance for vehicle	42.00	
Depreciation expense, etc. on audio recording equipment	45.00	
Rent for facilities (Operations/Storage)	50.00	
CPA & Attorneys fees	75.00	
Preparation of costs of reports	<u>25.00</u>	
Total estimated overhead expense		\$ 322.00
Consultant remuneration for personal services		678.00
Total Consultant's Fee		<u>\$1,000.00</u>

c. Reimbursement of Costs. The Consultant shall be reimbursed for the following expense items, which are estimated as follows:

<u>Item</u>	<u>Estimated Amount of Expenses to be Reimbursed on Monthly Basis</u>
Air freight (average)	\$ 5,762.00
Vehicle operating expense	
Gas-Oil	54.00
Maintenance	12.00
Liability Insurance	24.00
Driver wages →	440.00
Production Expenses (Replacing materials only)	
Boxes and Reels	120.00
Videotape raw stock	425.00
Liaison man →	866.00
Other	
Collect Long Distance*	50.00
Contingency reserve to increase frequency for special needs and/or to serve legislators' home markets	
	<u>1,421.00</u>
	<u>\$ 9,174.00</u>

* Service of WATS is currently available without charge under radio agreement.

These costs, duly vouchered, shall be charged against the \$9,174 of the total monthly advance of \$10,174. The Consultant shall account for these costs to be reimbursed as provided in 5. below.

4. Authorized Personnel. The Committee appoints and authorizes Franklyn C. Nofziger, Director of Communications, and Robert Tuttle, Executive Assistant,

to represent the Committee and to administer this agreement on behalf of the Committee. The Committee shall designate in writing any successors to assume the responsibility as authorized personnel.

5. Accounting. On Monday of each week, the Consultant shall meet with the authorized personnel of the Committee. The Consultant shall submit a statement supported by individual vouchers for all the costs incurred in the past week which are reimbursable under 3 c. above. The Consultant shall also submit a report on the past week's activities and follow-through. At this meeting the Committee and the Consultant shall make plans and project goals for the current week of services.

6. Successors. The Committee agrees that should the Consultant incorporate his business, the corporation shall become the successor in interest to this agreement. It is agreed that David Green shall personally continue to act as the manager and consultant for the successor corporation with respect to this contract.

IN WITNESS WHEREOF, the parties have executed this agreement on

Sept 15 1971, 1971.

WITNESS

[Signature]
Barry Mountain
Deputy Chairman for Administration

THE REPUBLICAN NATIONAL COMMITTEE

By [Signature]
Franklyn G. Rofziger
Director of Communications

By [Signature]
Robert I. Tuttle
Executive Assistant

DAVID GREEN, BROADCAST CONSULTANT

By [Signature]
David Green

ADDENDUM ONE

OUTPUT GUARANTEE

We will videotape each day Senate or House remains in session, presuming we have the normal cooperation of Senators and Congressmen. The qualitative judgment will dictate what is then shipped. The sole determining factor will be newsworthy value of the product. If there is a reasonable doubt that the product will fail to make the air--it will not be shipped. If what is recorded to be shipped is not good enough but can be combined with a statement recorded some time before, it will be shipped. In other words, every fair attempt at coming out of the process with a "cut" that will make the anchorman happy and will get the product on his local newscast will be our goal. The system and plan will be judged on the percentage of success with that local anchorman. Our guarantee is to get that percentage as high as possible.

NEWS VOIDS

An arsenal of news inserts will be created from our product overflow that will contain "cuts" that will be ideally suited for times when either the Senate and House go out of session, or, a more appropriate use can be found. These "cuts" will be distributed to all TV networks, Documentary Producers, Public Service organizations--all for destined use on the local station level. Some will be combined with our normal product (see above). An update or flashback may enhance that day's product. This library will be indexed and sources will regularly be notified of its existence.

WEEKEND FEATURE

When some cuts are uneditable due to length, or, as some issues come up that have a longevity of more than the normal 48 hours, we will insert that product into a "Weekend Feature Distribution Plan" that will operate by Air-Mail, Special Delivery. Determination for the subject matter will be on each Wednesday following the emergence of that issue. This less expensive dissemination takes advantage of the lead time required for direct mail. It provides the weekend anchorman with an exclusive product he can come to call his "own".

CONSERVATION OF AIR FREIGHT COST

Every value judgment possible will be applied to the use of air freight. That ability will be used sparingly. Attached, you will note, we have cited "times-per-week". It is understood news flows on an irregular basis. While it is impossible to be consistent, this service takes advantage of the ability to create and follow the "flow". We will, therefore, achieve an average number of shipments. That average factor will conform to the final dollar commitment agreed upon.

ADDENDUM TWO

TO INCREASE FREQUENCY

Air Freight Costs
(Fee Plused)
(Weekend Air-Special)

Collectively Reaching

	<u>ONCE WEEK</u>	<u>TWICE WEEK</u>	<u>THREE WEEK</u>	(S)
29% of Electorate				
Air Freight:	147	294	441	
Plus Fee:	501	501	501	
Weekend A-SD:	<u>90</u>	<u>90</u>	<u>90</u>	
Total:	738	885	1,032	
(Monthly)	3,173	3,810	4,438	(37)
45% of Electorate				
Air Freight:	297	594	892	
Plus Fee:	501	501	501	
Weekend A-SD:	<u>190</u>	<u>190</u>	<u>190</u>	
Total:	988	1,285	1,583	
(Monthly)	4,438	5,526	6,807	(71)
60% of Electorate				
Air Freight:	447	894	1,340	
Plus Fee:	501	501	501	
Weekend A-SD:	<u>525</u>	<u>525</u>	<u>525</u>	
Total:	1,473	1,920	2,366	
(Monthly)	6,334	8,166	10,174	(101)
75% of Electorate				
Air Freight:	1,094	2,188	3,282	
Plus Fee:	501	501	501	
Weekend A-SD:	<u>900</u>	<u>900</u>	<u>900</u>	
Total:	2,495	3,589	4,683	
(Monthly)	10,649	15,433	20,137	(125)

David Green
690 Hardy Drive/Noxon, Virginia 22091/703 8212600
broadcast consultant

January 10, 1972

Republican National Committee
Washington, D. C.

Open Accounts Unpaid Due to Increase Production:

Memorex (Raw Tape) Statement #122253	6,599.18
Republican Conference	436.50
Metromedia - December	5,184.61
Emery Air Freight	12,679.16
	<u>24,899.45</u>

JAN 11 1972
119420

ack 600

Thank You.

Sincerely,
David Green
David Green
DG;ca

Lynn
ok

February 14, 1972

MEMO TO: Tom Girard

FROM: Jim Hunt

SUBJECT: Video tapes for week of February 7, 1972.

<u>SPOKESMAN</u>	<u>SUBJECT</u>	<u>SENT</u>	<u>USED</u>	<u>STATES</u>	<u>DATE</u>
Cong. Terry	Environment with Russell Train	3	1	New York	2/9
Cong. Coughlin	" "	2	0	Pennsylvania	"
Cong. Buchanan	" "	4	4	Alabama	"
Cong. Zwach	" "	6	4	Minnesota	"
*Cong. Schwengel	" "	6	4	Iowa	"
Cong. Thone	" "	4	3	Nebraska	"
**Cong. Thomson	" "	16		Wisconsin	"
**Cong. Shoup	" "	9		Montana	"
**Sen. Gurney	Vietnam and critics of President	13		Florida	2/9
**Sen. Brock	Medical School and Emergency Strike Legislation	16		Tennessee	2/10

*Reason given for not using more of this tape was that Cong. Schwengel held a news conference in Iowa the day after this tape was shipped and the local stations wanted to use that news conference rather than a hand-out.

**These results are not complete at this time, but will be complete by the end of of day and will be called to you.

February 11, 1972

MEMO TO: Tom Girard
 FROM: Jim Hunt
 SUBJECT: Video tape report

<u>SPOKESMAN</u>	<u>SUBJECT</u>	<u>SENT</u>	<u>USED</u>	<u>STATES</u>	<u>DATE</u>
Cong. Zvach	Dock Strike	5	5	Minnesota	1/26
Cong. Mayne	" "	4	4	Iowa and Nebraska	"
Cong. Terry	" "	3	1	New York	"
Cong. Anderson	" "	3	2	Illinois	"
Cong. Andrews	" "	6	5	N. Dakota	"
Cong. Dellenback	" "	5	5	Oregon	"
Cong. Dennis	" "	3	1	Indiana	"
Cong. McClure	" "	5	5	Idaho and Washington	"
Cong. Shoup	" "	8	5	Montana	"
Cong. Vesey	" "	8	7	California	"
Cong. Price	" "	11	9	Texas	1/27
Sen. Brock	Youth for Nixon	40	34	Tennessee Missouri-Alabama Kentucky-Arkansas Illinois-Mississippi	1/27
Sen. Brock	Dock Strike	16	16	Tennessee	1/28
Cong. Railsback	Pres.'s Rural Develop- ment Message	26	18	Illinois Missouri-Iowa	2/2
Cong. Terry	" "	3	2	New York	"
Cong. Hillis	Feed Grain Annet.	3	1	Indiana	2/3
Cong. Kyl	" " "	11	8	Iowa and Illinois	"
Cong. Landgrebe	" " "	8	3	Indiana and Illinois	2/3
Cong. Mayne	" " "	4	4	Iowa and Nebraska	2/3

VIDEO

<u>SPOKESMAN</u>	<u>SUBJECT</u>	<u>SENT</u>	<u>USED</u>	<u>STATES</u>	<u>DATE</u>
Cong. Quie	Feed Grain Anct.	6	4	Minnesota	2/3
Cong. Zwach	" " "	5	4	Minnesota	2/3
Cong. Price	Asian Development	10	10	Texas	2/2
Cong. Price	Feed Grain Anct.	10	10	Texas	2/3
Cong. Price	Dock Strike and Lvst. Feed	10	6	Texas	2/3
Sen. Brock	Indo-China Policy	16	16	Tennessee	2/3
Sen. Gurney	Cane Canaveral	20	18	Florida	2/2
Cong. Frey	Work Release & Cuban workers	19	11	Florida	2/4
Sen. Curtis	Space	8	6	Nebraska Iowa Wyoming	1/27
Sen. Curtis	Family Assistance	8	6	Nebraska Iowa Wyoming	2/3

david green
 690 Hardy Drive/Waterloo, Virginia 22181/703-871-2600
 broadcast consultant

January 3, 1972

Committee for Re-Election of The President
Washington, D. C.

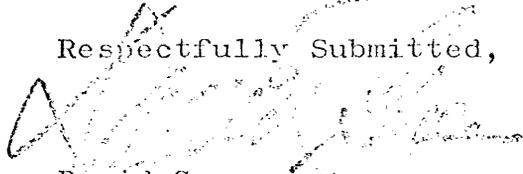
Advance Deposit Now Due: \$ 550,088.00

Estimate:

Payroll	115,080
Lines	51,000
Freight	69,000
Tape	20,294
Insurance	14,000
VTR Heads	4,800
Equipment	<u>275,854*</u>
	550,088

The value of this leased equipment is approximately \$825,000, installed, lease term begins 21 days after receipt of deposit through Election Day, 1972.

Respectfully Submitted,


 David Green
 President,
 The David Green Broadcast Consultants Corporation
 (Virginia)

FINANCIAL REQUIREMENTS

- Contract** The existing contract between this corporation and The Republican National Committee continues into 1972. The variations from it include an increase from \$10,174 monthly to a campaign total of \$85,800 for radio dissemination and \$465,288 for videotape distribution costs. Since funding will transfer from RNC to Committee for Re-Election of The President and since the RNC is a continuing entity, however, Committee for Re-Election of The President is not, we will not require a contract, but simply deposit in advance. We will issue a weekly account statement showing a declining credit balance.
- People** Radio (Incoming Actualities) A request coordinator; A Senate Coordinator for receiving; A House Coordinator for receiving, An (Outgoing Dissemination Team; A Director; three full time communicators, one part time Television (Recording Actualities) Videotape Interviewers/Operators, One on Senate Side, One on House Side; Videotape Editor; Videotape Engineer with an ability for immediate maintenance; Shuttle Operator to move product from hill to Emery Air Freight; transcript Producer; Advance Weighbill Preparation; Research Specialist and Assistant.
- Equipment** Radio Entire Partially Automated Actuality System and pre-dialed cartridge dialing system geared to peak at 175 individual radio stations fed in one hour; Five automated incoming lines for "Spotmaster" use (usually dialed by same stations, about 45 nationally). Semi-automated WATS telephone system with demand capacity of unlimited number of lines at any position of day. Television Two AMPEX, VR-1200 Videotape Recording Machines with RA-4000 editing computer; Two portable recording/playback centers (one for House, Senate), consisting of Phillips PCP-90 low-light-need cameras, Ampex VR-3000 recording; IVC-One Inch VTR recording & instant playback, plus library of archives for Senator to view of prior statements; Sony Trinitron Color Monitors; Chevy Vega Panel Express Truck for Shuttle; Nova Fortran Language Computer; Dura-Mach 10 paper-fed robotype with selectric keyboard; Miscellaneous portal equipment, servicing gear and a professional attitude to make all of the above work.
- Inventory:** Enough raw product is now in-house to complete product through February, 1972.

Second Proposal

TAB 'E'

D R A F T
February 2, 1972

CONSULTANT'S AGREEMENT

AGREEMENT, dated _____, 1972, between the Committee to Elect the President (hereinafter called "Committee"), the Republican National Committee (hereinafter called "National Committee") and David Green Broadcast Consultants Corporation (hereinafter called "Consultant"),

WHEREAS, the Consultant and the National Committee entered into an agreement on April 15, 1971 to provide certain media services and that agreement has been extended by its terms through January 20, 1973, and

WHEREAS, the Committee desires to secure the consulting services through January 1973 and expand the scope of the services for that period and the National Committee is agreeable for the Committee to assume the direction and the responsibility for the consulting services with an option to continue the services under the direction of the National Committee beginning February 1973, and

WHEREAS, the Consultant is agreeable to perform the consulting services on the terms and conditions herein set forth,

NOW, THEREFORE, the Committee agrees to employ the Consultant upon the following terms and conditions:

1. Services. The Consultant agrees to provide video and audio services including designing and interconnecting a system of regional centers for dissemination, establishing a national center, installing and maintaining VTR equipment, motivating participation of members of Congress and producing video and audio productions for distribution through the National Center and Regional system as more fully detailed in Attachment A hereto.

2. Facilities. The Committee agrees to promptly purchase the requisite video and production equipment as listed in Attachment B hereto at an estimated cost of \$600,000 for use by the Consultant in providing the services hereunder.

3. Escrow Account. The Committee agrees to deposit on or before March 1, 1972 \$ _____ in an escrow account with _____ Bank to fund the performance of the services under this contract. The escrow agent shall be instructed to make monthly advance payments to the Consultant in accordance with the provisions of Sections 5(a) and (b) of this agreement.

4. Consultant's staffing. The Consultant agrees to provide staffing for the services as set out in Attachment C hereto. The Committee shall be advised of the names of those proposed by the Consultant for the various staffing positions and shall have the right to disapprove the hiring of particular individuals for the various staff positions. If within 5 working days the Committee has not disapproved the submission of names for staff positions, it will be assumed that the Committee approves the names submitted; provided, however, that the Committee reserves the right to request the services of the staff member be discontinued if the Committee has good cause for requesting his dismissal.

5. Compensation. The Consultant shall be compensated for his services as follows:

(a) Advance. Upon the first day of each month the Committee shall direct the escrow agent on the basis of the contemplated level of service for that month to pay the following amounts:

<u>Level of services</u>	<u>Period through November 1972</u>	<u>Period Nov.-Jan. 1973</u>
100 video tape output per week		
200 video tape output per week		
300 video tape output per week		
Post-campaign		

(b) Consultant's fee. The Committee shall pay the Consultant for his consulting services \$2,000 weekly payable as part of the monthly advance from the escrow agent for the period through October 1972 and \$500 weekly as part of the monthly advance for the period November-January 1973.

(c) Reimbursement of Costs. The Consultant shall be reimbursed for the estimated expenses which are set forth in Attachment C hereto. The monthly advances less the consulting fee are to cover these estimated expenses. These expenses, duly vouchered, shall be charged against the monthly advance as provided herein. In the event the expenses are less than the advance for any given month, the overage shall be credited against the subsequent monthly advance due from the escrow agent. In the event the expenses are greater than the amount advanced, the escrow agent shall increase the following month's advance to cover the overage.

6. Records. The Consultant agrees to maintain adequate records to document the expenses incurred under the terms of this agreement. The Committee or the escrow agent shall have the right to inspect and audit these records upon reasonable notice to the Consultant.

7. Option to Purchase Equipment. Upon written notice on or before December 1, 1972 the Consultant shall have an option to purchase the equipment listed in Attachment B hereto at a price of \$300,000. In the event the Consultant exercises the option, the closing for the purchase of the equipment shall be January 2, 1973 or such other date as the parties shall mutually agree. Upon exercise of the option, the National Committee shall have the first call on the use of the equipment for as long as a consultant fee is paid to the Consultant under contract with the National Committee with no charge for depreciation, rental or maintenance expense for the use of the equipment for work performed for the National Committee.

8. Option of the National Committee to Continue the Program. The National Committee shall have an option to extend the services on the terms and conditions set forth in Attachment E for the period February through December 1973. The National Committee shall notify the Consultant in writing on or before January 1, 1973 whether it intends to exercise the option. In the event the National Committee does not give written notice, this agreement shall automatically be extended for the term of February through December 1973 on the terms set forth in Attachment E hereto.

9. Authorized Personnel. The Committee appoints and hereby authorizes _____ to represent the Committee and to administer this agreement on behalf of the Committee. The Committee shall designate in writing any successors to assume the responsibility as authorized personnel.

IN WITNESS WHEREOF, the parties executed this agreement on _____,
1972.

THE COMMITTEE TO REELECT THE PRESIDENT

By _____

THE REPUBLICAN NATIONAL COMMITTEE

By _____
Barry Mountain, Treasurer

DAVID GREEN BROADCAST CONSULTANTS CORPORATION

By _____
David Green, President

NET INCOME STATEMENT

For the protection of basic information rights, following is a list of my clients. Due to the confidentiality, certain assurances have been made me by Mr. Magruder that this information will not be copied, divulged, or provided anyone. Any question or confirmation can be made with Mr. Nofziger.

Senate: A group of more than 8 Republican Senators privately retain my services to professionally disseminate radio actualities to each and every radio station in their state; to create professional news slides for television usage; to make an efficient relationship with all the broadcasters in their state and any adjacent metro areas; (costs only)

House: A group of more than 40 Republican Congressmen are retaining our radio services described above paid by the Congressional Campaign Committee, (costs only).

The point is--without the basic income from the package set up to service the reelection of Nixon, none of this could exist. Our job was to "catch up" to the charismatic Democrats. We have done that. Now--we can go ahead and win.

I have no other income that could cause a conflict. My wife and I own this Subchapter S Corporation exclusively.

Magruder
12-31-71

TAB (F)

MEMO

TO: Paul Thais, Jack Calkins
 FROM: Gary Sillow
 SUBJECT: David Green TV Proposal

At 11 a.m., Tuesday, January 4 in the office of the Republican Conference, David Green disclosed that he was well on the way to arranging a portable videotape unit to be used off the floor of the House for taping news spots with Republican Congressmen. Mr. Green indicated that this project was only a step shy of a fait accompli. He named the price as \$825,000. Present in addition to myself was David Stockman, Director of the ^{Conference} ~~party~~ committee.

It is my opinion that an expenditure of this proportion would be a serious waste on the part of the ~~Republican Party~~.

1. Such a unit would be a virtual duplication of existing facilities. House Recording has both high and low band VT recording capability. The only added feature which Mr. Green could offer would be proximity to the House Floor (though this would, it would appear, be subject to approval of the Speaker which has not been forthcoming before.) Whether this added convenience is worth the price tag seems to me dubious.

2. Mr. Green stresses that this is "mobile" equipment. It should be noted, however, that the most mobile of "mobile" VT equipment is still large and clumsy. It is mobile only in the sense that it can be moved from one spot to another. Mobility in operation is, however, limited. It appears from what he says that Mr. Green actually contemplates a semi-permanent installation in the Capitol.

3. This unit could not possibly compete in mobility with the Committee's stand-on-film gear, which can go virtually anywhere.

4. The only factor to be considered in the development of television material is whether or not it will appear on the air. Both VT and film have their respective places within the broadcasting industry. However, stations themselves almost always use film for news. The reasons are:

A. Film is much easier to edit.

B. Film is spliced together from all various stories, thus requiring only one machine during an entire program. Each separate reel of VT must be taken down and put up on a machine. Thus, if commercials are on tape, the chances of a news piece being used are substantially reduced.

C. Virtually every station (I have found only one exception in the past year) can use magnetic stripe, 16 mm film, of the type the Committee shoots. With tape, there is high band and low band. While most commercial stations use two-inch tape, many CATV's use one-inch. Thus, there is much more uniformity in film than tape.

5. Mr. Green has made a point of the speed of tape. It is true that it can be played back immediately and I suspect this is a selling point with Congressmen, who may enjoy immediately seeing what they have done. However, editing and duplication is still necessary in most cases. I would doubt that Mr. Green can move a piece of tape any faster, on the average, than we move film, for which we have a 1½ hour standard delivery time with Kesters from pickup to delivery. Furthermore, if in a real hurry, we can ship unprocessed film. All stations are processing a good share of the day. Since the actual processing operation takes about 30 minutes, any time loss is not substantial. Furthermore, as noted in Point 4 above, the chances of film being used is greater. There are really very few "spot news" situations in the House.

6. A factor which should be considered very carefully is the extent to which such equipment would be used. Mr. Green seems to contemplate short news clips. These would, necessarily, provide little change of background or scene. No programs

could be shot for use in schoolrooms, etc: use would be limited to television. Extended programs (half-hours, etc.), which is the logical use of Vt equipment, could and should be shot at House recording, which is more desirable because of multiple cameras for effect.

7. Finally, the cost should be carefully considered. I assume that Mr. Green means operation for a year or more when he speaks of \$825,000. The highest estimate I can obtain is about \$200,000, at the outside. I had originally put the tag at about \$160,000. Bill Moore at Kesters now tells me that there are units being made for as little as \$70,000.

I think it should be noted that the Committee's entire Broadcast Services Department operated last year--offering several services other than TV--for less than \$70,000.

CONCLUSION: Mr. Green's proposal is a duplication of existing facilities which would not be capable of making any substantial contribution to the TV end-product or on-the-air usability.

The cost is exorbitant in relation to the service.

PROPOSAL: I think we should propose to the National Committee that in lieu of this project they join with us in:

1. Obtainin; a place near the House Floor for regular filming of news clips.
2. Help make this service free to Members by underwriting the cost.

(Note that we could shoot 100,000 feet of film--more than 48 hours of continuous running time) for \$25,000⁰⁰.

Wisc

Tetter's
man
from
Justice

RN in trouble in general
w/o w/or w/o Wallace

RN not in trouble in primaries
Muskie extremely strong in
Milwaukee + strong thruout St.

Use
Wisc
as test

A formerly Rep state - now Dem.
- So must go after "upper blue
collars" - 10-15,000 inc in So. Wisc

- of current
polls, primary
H. poll

- The primary campaign is
really aimed at Genl Elec.
- Can't assist any other Dems

ag/ Muskie

Locals pushing for \$ + control of Ford/private
Youth - camp. Dir hired but awaiting
decision fr/ Rutz

NH - 3/3 Rally - who protecting event

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20001
(202) 335-0820

February 11, 1972

~~CONFIDENTIAL~~

SUBJECT: Operating Plan for the Wisconsin Primary

The Wisconsin Primary Election will be held on April 4, 1972. It is a state where the President's name will automatically be placed on the ballot. This election, more than any other primary, resembles the General Election, because a voter can choose to vote in either the Democratic or Republican primary. There is no registration by party.

Background

In analyzing the Wisconsin political scene, it is necessary to look at its voting history. The state was the home of both LaFollette Progressivism and McCarthyism. Wisconsin's large ethnic population was instrumental in the acceptance of these two seemingly opposing political trends. The Germans who settled Wisconsin approved of both of the isolationism of LaFollette Progressivism and the anti-communism of Joe McCarthy. Furthermore, McCarthy, an Irish Catholic, was aided by the tremendous Irish and Polish Catholic vote.

To a large degree, the same ethnic divisions that existed then are still an influence in Wisconsin elections. Approximately 23% of Wisconsin's population is of foreign stock (first or second generation). There is, however, probably a much higher degree ethnocentricity. Germans still constitute 8% of Wisconsin's population. Over one-third of Wisconsin's residents are Catholic. Only 3% of the population is non-white. Milwaukee, which is by far the largest city, has 30% of the state's population. North Milwaukee is made up of Germans and Blacks. South Milwaukee is Polish and mostly White.

Politically, Wisconsin has had a Republican background. The Republican party dominated Wisconsin in the 30's and 40's, and the early 50's. In the late 1950's, the Democrats began to coalesce support and have continued to strengthen. As a result, 1970 represented a high mark for the Democratic party and a disastrous low point for Republicanism.

Today, the State Republican Party is reported to be apathetic and loosely organized, although the Chairman, John Hough is generally well-liked.

Both U. S. Senate seats and the Governorship are held by Democrats. Senator William Proxmire won re-election to a third full term with 71% of the 1970 vote. The 1970 state legislative races were particularly disappointing to the Republican Party. There was a net loss of three seats in the upper house and the lower house suffered a net loss of nineteen, plus the additional loss of one vacancy. The overall trend shows an accelerated erosion of Republican strength.

The 10 Congressional seats are divided evenly between Republicans and Democrats. Due to the fact that Wisconsin has not grown as fast as the national average, it will lose one seat in 1972. A brief description of the Congressional Districts follows (a map of the Congressional Districts is shown in Tab A):

1st District - Democrat. This district had been a Republican district for 8 out of 10 years in the last decade. Unemployment proved to be a major problem in 1970 when Lee Aspin defeated Republican incumbent Schadeberg.

2nd District - Democrat. Congressman Kastenmeier, a liberal Democrat, represents Madison, the center of liberalism in Wisconsin.

3rd District - Republican. This has been the most Republican area in the state. Congressman Thomson probably has a safe seat. He did drop 9% between his 1968 and 1970 race. If Thomson retires, this seat would be questionable.

4th District - Democrat. Congressman Zablocki represents South Milwaukee, which contains a high degree of Polish voters. The blue collar workers of the 4th are very conservative in their voting. George Wallace did quite well in the 1968 primary.

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5th District - Democrat. North Milwaukee is predominantly German and Black. The 5th is considered a liberal Democratic area. Congressman Reuss has endorsed Muskie.

6th District - Republican. Congressman Steiger, who is considered liberal, represents a traditionally Republican district.

7th District - Democrat. Melvin Laird had represented this district for 18 years until his appointment to the Nixon cabinet. Congressman Obey, who is considered to be quite liberal, won the seat in 1969, in a special election. He then won re-election in 1970 by 67% of the vote. Obey has endorsed Muskie.

8th District - Republican. Congressman John Byrnes, ranking Republican of the Ways and Means Committee is retiring in 1972.

9th District - Republican. Congressman Glen Davis won a narrow victory in 1970 with only 52%. He dropped 11% from his 1968 victory.

10th District - Republican. (To be lost to redistricting). Congressman O'Konski will probably run against Democratic Congressman Obey in the 7th.

An analysis of Wisconsin's Congressional Districts demonstrate the Democratic trend in the state. Republicans lost the 1st District in 1969 and the 7th District in 1970. The retirement of Congressman Byrnes in the 8th District creates a void for 1972. Congressman Glen Davis' narrow victory in the 9th District suggests his vulnerability.

Even though there has been an apparent Democratic trend in Wisconsin during the 1960's, the state was carried by Nixon in 1960 and 1968. Nixon carried Wisconsin in large part due to the slippage in Milwaukee and other large towns of Democratic votes to Wallace. Nixon strength in 1968 was evident particularly in the southwestern quarter of the state and the eastern edge of the state. The pockets of Nixon weakness center around the larger more industrial cities like Madison, Milwaukee, Racine, and Kenosha. The continued erosion of Republican strength and the uncertainty of the Wallace candidacy would seem to imply that the Nixon campaign will have a difficult time in winning Wisconsin's eleven electoral votes.

The Primary Election

It is not clear what opposition the President will encounter on the Republican side. On the Democratic side, virtually all those mentioned as possible nominees will be on the ballot (Tab B).

If there is a minor contest on the Republican side, and a major contest on the Democratic side, the turnout estimates would be (Tab C):

Republican	450,000
Democratic	850,000
	<hr/>
Total	1,300,000

That would represent the greatest numerical turnout ever for a Presidential Primary in Wisconsin.

Objectives of the Primary Campaign

Efforts on behalf of the President during the primary would be oriented toward three objectives:

1. To soundly defeat any Republican opposition that might be on the ballot.
2. To identify volunteers who will be available to the State Re-election Committee during the General Election.
3. To actively promote the President's candidacy to the voters, so that his overall standing in the state will not erode in the face of a hotly contested, highly publicized Democratic race.

The primary campaign, however, will not be conducted in a way which will conflict with the previously established plans for the General Election. The activities will be designed to place a minimum load on the Re-election Committee organization within the state.

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Planned Activities

Four areas of emphasis are contemplated:

1. Media Advertising (TV, Radio, Newspapers)
2. Direct Mail (including solicitation of volunteers for the General Election). (See Tab D.)
3. Appearances in the state by pro-Administration speakers.
See Tab E
4. Voter registration activities by young people.

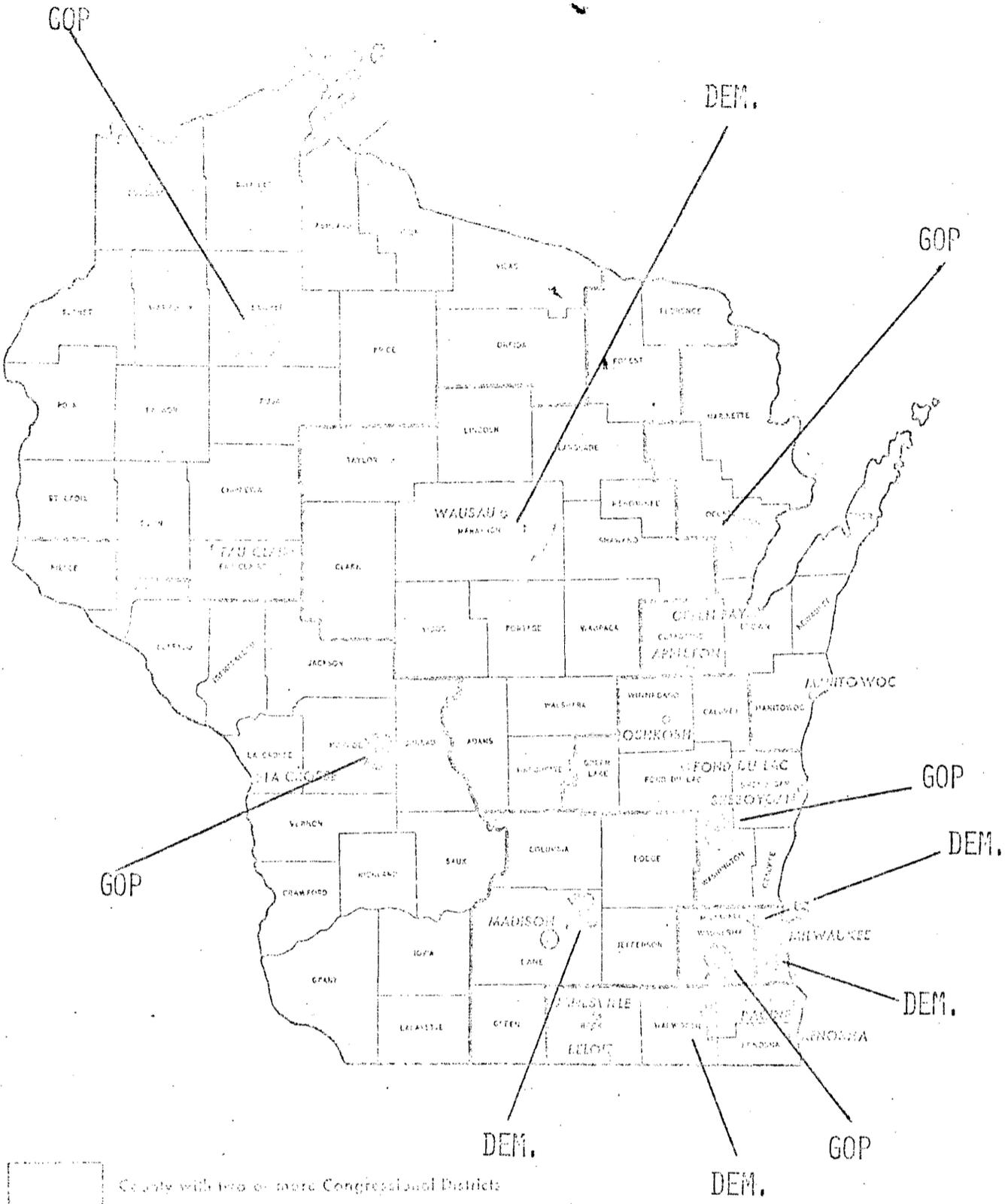
The time schedule for the total operating plan is given in Tab F.

The preliminary budget for the Wisconsin primary is shown in Tab G.

CONFIDENTIAL

Map of Congressional Districts, Counties, and Selected Cities

(10 Districts)



U.S. Department of Commerce
Bureau of the Census

SPECIAL SURVEY -- THE WISCONSIN DEMOCRATIC PRIMARY

Wisconsin's Secretary of State is ultimately expected to list on the April 4 Democratic primary ballot virtually the same list of names that will appear in Florida's March 14 primary: 1) Edmund Muskie; 2) Hubert Humphrey; 3) George McGovern; 4) Eugene McCarthy; 5) George Wallace; 6) John Lindsay; 7) Scoop Jackson; 8) Vance Hartke; 9) Shirley Chisholm; 10) Sam Yorty; and 11) Wilbur Mills.

No well-structured polls have as yet been taken, but here is an analysis-and-projection as things stand now:

Muskie's best asset is Wisconsin's Polish vote, perhaps 20-25% of the state's Democratic electorate. The candidate knows it, and on his first post-announcement visit to Wisconsin (Jan 10-11) he made a much-publicized visit to Pulaski, a small Polish American town noted for its ethnic sausages. Muskie is also lining up the key Milwaukee area Democrats, including county leader Leopoldo Gryn. Muskie has most of Wisconsin's Democratic pols, but his April 4 vote locks in the 20-30% range.

Hubert Humphrey could be a sleeper. Many western Wisconsinites think of the Minnesota Senator as one of their own. Western Wisconsin is Scandinavian, farm, and smalltown-oriented, just like HHH. Besides, much of the western part of the state gets its media from Minnesota (Duluth or the Twin Cities). When HHH lost the 1960 Wisconsin primary, he easily carried the state's three western congressional districts. Besides this regional enthusiasm, Humphrey has just picked up important Milwaukee-area labor endorsements. Moreover, the state AFL-CIO chief, while neutral, says his heart is with Hubert. HHH's likely vote: 15-25%.

Everyone admits that Gene McCarthy's vote will be just a shadow of the whopping 57% he won with in 1968. Many of his Madison-area leftists have switched to McGovern. Still, McCarthy's best 1968 ratios came in Wisconsin's multitude of small, oldworldly Belgian, German, Dutch and Swiss towns where anti-war isolationism is conservative, not radical chic. Residual support here could add up to 10-15%.

George McGovern's fabled topflight organization is less in evidence than in press coverage. His support is centered in Madison (University of Wisconsin) and among radical farm groups. 12-20% seems generous.

Don't ignore George Wallace. He got 34% in the 1964 Democratic primary vote here (40% in Milwaukee and Waukesha counties). His 1968 third-party vote included about 10-12% of the state Democratic electorate, mostly Poles. A few good Wallace "social issue" harangues could shred Muskie's Polish support. Also look for Wallace to be pumped up by GOP crossover voters. If he comes into Wisconsin, rate him 10-18%.

John V. Lindsay has a \$250,000 budget, several of the state's bright young men and the only TV charisma on the liberal side of the ballot. Local pols are nervous that he might hit the high end of an 8-15% range.

Scoop Jackson has just finished a January 12-14 tour of the state, after announcing that Richard DiPrima, Executive Director of the 1968 Humphrey-Muskie Committee will head his local campaign. Right now, Jackson is in the 6-10% range at best.

Hartke, Chisholm, Yorty and Mills will get 5% or less between them. With a dozen candidates a 23% plurality could bring home a winner--and maybe an upset winner. Unless surprise results in New Hampshire and Florida create a last-minute impetus, it is hard to see any candidate emerging with even 30%. This fragmentation is likely to keep the Democrats fatally divided at the midpoint of their March to Miami.

May 25, 1971

TO: Senator Robert P. Knowles

TAB C

FROM: Arthur Renander, Jr.

SUBJECT: 1972 WISCONSIN PRIMARY CONSIDERATIONS

A. Analysis of primary turnout:

1. The average total primary vote for both major parties from 1952 through 1968 has been 1,059,563. In 1956, the turnout dropped to its lowest figure and reached only 74.2 of the last five primary average. The 1968 primary achieved a 15.4% increase over the average and was the largest recorded turnout during the last two decades.
2. Several obvious patterns have emerged:
 - a. A large turnout such as occurred in 1952, 1960, 1964 or 1968 included circumstances when there existed a major primary contest in one party. A minor contest in the other party also developed in 1968 and 1952.
 - b. Results in 1960 and 1964 indicate that only one major contest in one party is sufficient to generate a high turnout.
3. Projections for 1972 from the previous five primaries should consider the following:
 - a. Will either party have a major primary? The answer is clearly affirmative for the Democratic party unless highly unusual circumstances generate candidate disclaimers from more than five easily identifiable Democratic hopefuls. The Republican Party may or may not generate a major primary contest, but the probabilities point to a minor contest.
 - b. Will either party have a minor contest? The Republican primary should qualify as indicated above.
 - c. Will either party have no contest? The Republican party is the only reasonable prospect for a no-contest primary.
4. Estimated turnout is premised on the theory that the greater the controversies generated by active campaigning in either/or both parties, the higher the turnout. The climate for 1972 does not closely parallel the situation in any of the last five primaries. There is no recent case where there was a

potentially minor contest involving an incumbent Republican president and a major contest among as many as six Democratic aspirants. No recent primary has included as large a field of active candidates or potential entrants, as within the Democratic Party.

5. Estimated turnout table for 1972:

a. Definition of terms

- (1) No contest - - No opposition candidate on ballot
- (2) Minor contest- No second candidate of statewide stature
- (3) Major contest- Involves two or more candidates with statewide or national stature

b. Turnout estimates for 1972

	<u>Republican</u>	<u>Democratic</u>	<u>Total</u>
(1)	No contest 400,000	No contest 500,000	900,000
(2)	No contest 375,000	Minor contest 575,000	950,000
(3)	No contest 350,000	Major contest 850,000	1,200,000
(4)	Minor contest 450,000	No contest 475,000	925,000
(5)	Minor contest 450,000	Minor contest 575,000	1,025,000
(6)	Minor contest 450,000	Major contest 850,000	1,300,000
(7)	Major contest 650,000	No contest 475,000	1,125,000
(8)	Major contest 650,000	Minor contest 550,000	1,200,000
(9)	Major contest 650,000	Major contest 750,000	1,400,000

B. Suggested Republican Strategy:

1. No major effort is necessary to stimulate a Republican turnout.
 - a. The tradition of preferential primary voting is well established in Wisconsin for both parties.
 - b. The heated Democratic primary will generate substantial interest and activity that will have some spill-over effect among Republicans who will be motivated to vote in the Republican primary.
 - c. Lastly, there is a hard core Republican primary vote that will participate in a "no-contest" primary in the range of 325,000 votes and could be projected as high as 350,000. The Nixon and Byrnes "no-contest" primary results of 1960 and 1964 support this contention as the level of Republican primary activity was very low in both years.
2. A low turnout for the Republican primary in the range of 325,000 to 350,000 would not be politically damaging even considering a Democratic primary vote as high as 850,000.
 - a. The Nixon vote in a no-contest primary in the above range would be entirely defensible as equalling his 1960 performance which was also a no-contest primary.
 - b. Furthermore, the Nixon rationale will include the fact that nearly 850,000 voters participated in the 1960 Democratic primary and Nixon carried Wisconsin by 65,000 votes. Secondly, Nixon carried Wisconsin in 1968 by a slightly narrower margin, but received 150,000 more primary votes than in 1960.
 - c. Political observers and the press will readily accept the fact that the "action" was within the Democratic primary and that the Wisconsin primary laws do not restrict primary voting to party registrants. Therefore, it can be argued publicly that many Republicans have voted in the Democratic primary.
3. The Republican strategy should recognize that the Republican threat to Nixon lies in the percentage achieved by any Republican opponent and not the turnout level.
 - a. The press and media will all focus on the percentage as this would be the figure which is readily interpreted in national media terms as the barometer of party dissatisfaction with Nixon.

b. Reporting of major primary results where there was a strong favorite and actual winner, but seriously contested, will focus on the challenger's percentage. The McCarthy percentage in the 1968 New Hampshire primary is the best example. Anti-Nixon forces surely seek maximum embarrassment via this "moral victory" approach.

4. The Republican strategy should assume opposition but treat the primary as a "no-contest" primary and seek the lowest possible opposition percentage as the success standard.

- a. This can be best achieved by encouraging the highest possible participation in the Democratic primary by all those who are anti-Nixon. Considering that the strongest anti-Nixon Republicans will be tempted to vote in the Democratic primary, no efforts that make Republican primary sharply contested and therefore attractive should be encouraged.
- b. It should be subtly understood by the anti-Nixon people that they are actually throwing away their vote to vote in the Republican primary when their vote may decide the Democratic presidential nominee and will in no case derail the Nixon renomination process.
- c. Therefore, the Republicans should totally ignore their opposition and proceed with only the minimum essential campaign efforts that accord with a very low profile effort.

5. The Republican strategy should consider conceding a certain unattainable percentage to the opposition as an expected event.

- a. For example, there is a great danger of allowing the Nixon opposition to claim victory from a 5% to 15% Republican primary vote. The Nixon strategy might indicate that 21% of the Republican primary voters supported various opponents in 1968 and surely there isn't unanimous support for his nomination but that no Democratic candidate will have the support of more than say 30% of the primary voters. The comparison of the Nixon percentage and the winning Democratic candidate's percentage will be dramatic and should be emphasized.
- b. The Republican campaign should avoid any major effort to reach any alienated Republicans such as possibly the farmers and others. The campaign should stress rallying the still faithful rather than persuading and cajoling the alienated who represent a substantial risk if they vote. This may mean, therefore, playing to the suburbs and

APPENDIX A

PRESIDENTIAL PREFERENCE PRIMARY TURNOUT
1952 - 1968

<u>Year</u>	<u>Total Vote</u>	<u>Republican Vote</u>	<u>Percent</u>	<u>Democratic Vote</u>	<u>Percent</u>
1952	1,018,149	776,624 Major contest	76.3	241,525 Minor contest	23.7
1956	786,497	455,832 Minor contest	58.0	330,665 No contest	42.0
1960	1,182,160	339,383 No contest	27.7	842,777 Major contest	71.3
1964	1,088,153	299,612 No contest	27.5	788,541 Major contest	72.5
1968	1,222,855	489,853 Minor contest	40.1	733,002 Major contest	59.9

WISCONSIN PRIMARY DIRECT MAIL PROGRAM

The purposes of the direct mail program in Wisconsin are:

1. To provide a highly personalized mass medium to communicate with and influence the voter to support the President.
2. To recruit volunteers in order to build a strong organization for the General Election.
3. To increase the voter turnout of those supporting the President.

Because the Wisconsin voter can vote in either of the party primaries, we will use the Donnelley list of all Wisconsin households rather than voter registration figures. This list will be narrowed to those voters who will be probable voters in the Republican primary. The narrowed mailing list will include many more voters than those voting in the primary. However, many of the voters receiving direct mail in the primary are potential Nixon voters in the General Election.

The list will be narrowed by two methods. In the rural areas, those voters who live in precincts that voted over 45% will receive direct mail. Urban voters will be designated on a basis of income and their precinct vote of over 45%.

Wisconsin voters will receive two mailings. The first mailing will be in early March. It will contain a personalized computer letter, a volunteer card and a brochure. Those voters who would want to volunteer for the General Election Campaign would return the volunteer card in a business reply envelope to our Wisconsin Committee. This mailing would influence the voter to support the President and provide volunteers for the General Election.

The second mailing would be mailed in late March, just before the election. This would be in the form of a telegram, with a Get-Out-The-Vote message.

February 9, 1972
2:00 p.m.

WISCONSIN SPEAKING EVENTS PRIOR TO APRIL 4, 1972

<u>Date</u>	<u>Event</u>	<u>Speaker</u>
February 11	Eau Claire County Lincoln Day Dinner, Eau Claire	Sec. Butz
February 18	Wisconsin Committee for the Re-election of the President Businessmen's Luncheon, Milwaukee	Asst. Sec. Passer (Commerce)
February 25	Wisconsin Federation of Young Republicans, Madison	Sen. Goldwater
March 10, 17, 21 or 23	Event Undetermined	Sec. Volpe
March 15	Wisconsin Committee for the Re-election of the President Women's Rally, Milwaukee	Mrs. Mitchell
March 21	Consumers Affairs Conference, Milwaukee	Mrs. Knauer
March 23	Wisconsin State Republican Party "Salute to Mel Laird", Milwaukee	Sec. Laird
March 27	Event Undetermined	Sen. Goldwater (Invitation pending)
March 29	Madison Rotary Club Luncheon, Madison	Mr. Klein
April ___	Wisconsin College Republicans Executive Committee Fund Raising Dinner, Kenosha	Shirley Temple Black (Invitation pending)
April ___	University of Wisconsin, Marquette, Wisconsin College and Edgewood College	Mr. Finch (Invitation pending)

LEGAL HEADLINES

FINANCE & FUND RAISING

CAMPAIGN ORGANIZATION
ACTIVITIES

STRATEGY & MANAGEMENT
CONTROL

FIELD OPERATIONS

PROMOTIONAL ACTIVITIES

Buttons, Brochures,
Bumper Stickers, etc

Telephone

Direct Mail

Newspaper Ads

Daily

Weekly

Billboards

Rallies

Miscellaneous

TV and Radio

Establish statistical
Wisconsin vote study
to determine strategy
and priority

Approve pre-
liminary
budget for
campaign

Registration drive by

Receive
Materials

Approve content of
TV and Radio
announcements

8/1/71

8/1/71

△ Withdrawal date

△ Filing date if name is not on the ballot

△ ELECTION DAY

△ Recruitment Drive for Volunteers

△ Door-To-Door Get-Out-The-Vote

Youth campaign

△ 1st Bumper Sticker Day

△ 2nd Bumper Sticker Day

△ 1st mailing

△ 2nd mailing

Select Newspapers

Newspaper Ad

Newspaper Ad

Newspaper Ad

Newspaper Ad

Newspaper Ad

Martha Mitchell Rally

Shopping Center Blitz

Shopping Center Blitz

Administration Speakers

Survey by telephone to update original poll:

Approve letter from on 11 current list

Division

State

WISCONSIN PRIMARY BUDGETDirect Mail

1st Mailing - 400,000 @ \$142.20/M (miniletter, volunteer card and brochure)	= \$56,880	
2nd Mailing - 400,000 @ \$125.00/M (Get-Out-The-Vote)	= \$50,000	
	<hr/>	\$ 106,880

Advertising

\$ 150,000

Materials

Bumper Stickers - 25,000 @ .10¢	= \$ 2,500	
Brochures - 25,000 @ .06¢	1,500	
Buttons - 25,000 @ .05¢	1,250	
	<hr/>	\$ 5,250

Staffing

State Organization		\$ 20,000
		<hr/>
		\$ 282,130

McDonald Davis & Associates, Inc.

411 EAST MASON STREET, MILWAUKEE, WISCONSIN 53202 AREA CODE 414/273 2500

Media Proposals, Wisconsin Primary Campaign

General Statement

In 1968 the President carried Wisconsin with about 48 percent of the vote to 45 percent for Humphrey (Wallace 7%). The Wisconsin Republican Party won the governorship, held a 7 to 3 advantage in the Congressional delegation and carried both houses of the legislature. In 1970 the party lost the governorship and the state assembly, held a 5-5 split in the Congressional delegation, with both U.S. Senators being Democrats. The Attorney General is the only Republican leader in the statehouse.

Research indicates that at present the President is running five to eight percentage points behind the principal Democratic opponent. There is no gubernatorial or U.S. Senate election this year, so that all attention is focused on the presidential election. There are at present 13 Democratic Presidential candidates listed on the April 4 presidential preference primary ballot, with the likelihood that six of them will make viable campaigns, and two Republicans oppose the President on that ballot. The Democratic

Party spending agreement permits each of these candidates to spend about \$280,000 maximum in media, not including direct mail or production, in Wisconsin, and Mayor Lindsay has not signed the agreement.

Thus, not only is the President's gap behind the leading Democrat serious now, but it will be difficult to keep it from becoming worse with that many candidates shooting at him and his record for four to six weeks in February and March.

If nothing is done to support the President during the Wisconsin primary it is quite possible that the gap will widen and will be virtually impossible to close by November. Recent experience hints that strong Democratic primaries, despite intraparty strife, result in stronger November Democratic showings.

The Wisconsin primary has national implications in that it is national news. While most of the publicity will attach to the Democratic primary, a bad showing by the President, or a good showing by his Republican opponents, will have national repercussions. Further, his campaign suffers whenever the other party is able to dominate the news.

The Objective

The objective of the Wisconsin primary campaign should be to close the gap between the President and the leading Democrat, or at

least hold it where it is now, so that research after the primary will show the President as strong or stronger than today.

If this can be done, it will carry the added benefits of making a good showing for the party in the primary, and of dealing a serious blow to any future plans by either Republican challenger.

This is a different kind of a campaign in that the objective is not to win, for we will win anyway. It is not even to get most of the votes, because we can't do that anyway. The GOP received 39 percent of the total vote in 1968, and Mr. Nixon received 79 percent of that, against Stassen and Reagan. Getting somewhere close to that would be good enough.

This campaign must be done chiefly through media. It is too late to mount an organization effort, except through the existing Republican Party organization. The publicity campaign will take care of itself and the President will make news regardless of what we do. In media almost alone, we have the chance to make a difference.

Media Plans

Conventionally we think of peaking election campaigns at election day, based on a rising crescendo of activity. Thus if we were to plan a six week campaign or a four week campaign it would start four or six weeks before election day.

But this is a different campaign because election day isn't our target. What we're up against is a million to a million and a half dollars being spent against the President for four to six weeks, and with a fraction of that we want to make his presence felt and his point of view heard. We hope that, even people who vote in the Democratic primary, will keep the option open to vote Republican in November, by remembering that there is an important Republican position; and it is critical to at least neutralize the 400,000 to 500,000 voters who won't vote at all in the primary but will in November.

Thus we don't think we can let the campaign go down to the final two weeks before we answer. Our strategy instead is to find ways to build a four week campaign, by going in and out of different media, so that some message is coming through in either radio, television or print, every week, and basically the same kind of message.

We believe the opposition will spend heavily in television, because they all have identification problems in a crowded field. We look for at least \$750,000 being spent in television against us. We think perhaps all we can do in television, in major markets, is leave our calling card, in something like one-a-day prime time spots. We think we can do a better job by concentrating on newspaper and radio in many of these markets, where we will be fighting on more

even terms. As the media plan shows, we are getting the households.

We think the campaign should be statewide. We know there are some areas more Republican than others, but the media does not lend itself to that segmentation. You can't segment Milwaukee out of Milwaukee television, radio or newspaper, for instance. And while the vote is sparser in Northern Wisconsin, so the costs are lower. And our objective, once again, is to fight for the President's point of view and position with all the people.

In order to provide alternatives in choice of a budget level, we are presenting four different media approaches, at different spending levels. They cover television, radio and newspaper only, as we understand direct mail will be handled separately, as will collateral; and that outdoor and transit are not in the proposed mix.

ALTERNATE BUDGET AND MEDIA CATEGORY SUMMARY TOTALS

	<u>PLAN A</u>	<u>PLAN B</u>	<u>PLAN C</u>	<u>PLAN D</u>
<u>TELEVISION</u>	\$42,000	\$57,000	\$70,000	\$82,000
<u>NEWSPAPER</u>	\$13,000	\$22,000	\$29,000	\$46,000
<u>RADIO</u>	<u>\$22,000</u>	<u>\$33,000</u>	<u>\$44,000</u>	<u>\$52,000</u>
	\$77,000	\$112,000	\$143,000	\$180,000

TELEVISION 3040

<u>MARKETS & STATIONS</u>	<u>PLAN A</u> <u>(\$77,000)</u> <u>TV--\$42,000</u>	<u>PLAN B</u> <u>(\$112,000)</u> <u>TV--\$57,000</u>	<u>PLAN C</u> <u>(\$143,000)</u> <u>TV--\$70,000</u>	<u>PLAN D</u> <u>(\$180,000)</u> <u>TV--\$82,000</u>	<u>NO. OF</u> <u>HOUSE-</u> <u>HOLDS</u>	<u>% OF</u> <u>STATE</u> <u>MARKET</u>
<u>EAU CLAIRE</u> WEAU-TV				2,800	33,750	3%
<u>SUPERIOR/DULUTH</u> WDSM-TV WDIO-TV KDAL-TV				1,600 1,200 800	51,000 (Wisc.)	4%
<u>LA CROSSE</u> WKBT-TV WXOW-TV			3,400	4,500	74,640	6%
<u>WAUSAU/RHINELANDER</u> WSAU-TV (W) WAOW-TV (W) WAEO-TV (R)			4,000 2,000	4,300 2,400	99,000	8%
<u>MADISON</u> WISC-TV WKOW-TV WMTV-TV		5,000 4,300 700	5,400 4,500 800	6,800 5,800	133,000	11%
<u>GREEN BAY</u> WBAY-TV WLUK-TV WFRV-TV	5,500 3,750 3,750	6,100 4,200 4,200	6,700 4,500 4,500	7,200 4,500 4,500	243,400	21%
<u>MILWAUKEE</u> WTMJ-TV WITI-TV WISN-TV WMTV-TV	9,000 12,000 7,000 1,000	10,800 13,000 7,500 1,200	11,200 13,500 8,000 1,500	11,800 14,000 8,300 1,500	552,000	47%
	<u>\$42,000</u>	<u>\$57,000</u>	<u>\$70,000</u>	<u>\$82,000</u>		

TELEVISION - PLAN B

3/4 3/5 3/6 3/7 3/8 3/9 3/10 3/11 3/12 3/13 3/14 3/15 3/16 3/17
 S S M T W T F S S M T W T F

EAU CLAIRE
 WEAU-TV

SUPERIOR/DULUTH
 WDSM-TV
 WDIO-TV
 KDAL-TV

LA CROSSE
 WKBT-TV
 WXOW-TV

WAUSAU
 WSAU-TV
 WAOW-TV

RHINELANDER
 WAEO-TV

MADISON
 WISC-TV
 WKOW-TV
 WMTV-TV

GREEN BAY
 WBAY-TV
 WFRV-TV
 WLUK-TV

MILWAUKEE
 WTMJ-TV
 WITI-TV
 WISN-TV
 WTVV-TV

				X			X	X		X		X	
					X				X		X		X
			X				X					X	
		X			X			X			X		X
	X				X			X			X		X
		X				X			X		X		X
			X				X			X		X	X
				X					X			X	X

TELEVISION - PLAN D

	3/4	3/5	3/6	3/7	3/8	3/9	3/10	3/11	3/12	3/13	3/14	3/15	3/16	3/17
	S	S	M	T	W	T	F	S	S	M	T	W	T	F
<u>EAU CLAIRE</u> WEAU-TV														X
<u>SUPERIOR/DULUTH</u> WDSM-TV WDIO-TV KDAL-TV														
<u>LA CROSSE</u> WKBT-TV WXOW-TV						X				X		X		X
<u>WAUSAU</u> WSAU-TV WAOW-TV				X		X		X		X			X	X
<u>RHINELANDER</u> WAEQ-TV					X		X	X		X		X		X
<u>MADISON</u> WISC-TV WKOW-TV WMTV-TV					X			X	X		X		X	
<u>GREEN BAY</u> WBAY-TV WFRV-TV WLUK-TV				X			X			X			X	X
<u>MILWAUKEE</u> WTMJ-TV WITI-TV WISN-TV WVTV-TV			X			X			X			X		X
				X			X			X		X	X	X
					X			X			X		X	X
						X			X			X		X

NEWSPAPER

	<u>PLAN A</u>	<u>PLAN B</u>	<u>PLAN C</u>	<u>PLAN D</u>
MILWAUKEE JOURNAL 353,472(D);540,133(S)	2 Sun. -\$5,952 2 Daily-) \$6,336	2 Sun. -\$5,952 3 Daily-) \$9,504	2 Sun. -\$5,952 3 Daily-) \$9,504	2 Sun. -\$ 5,952 4 Daily-) \$12,672
MILWAUKEE SENTINEL 166,253	2 Daily-)	3 Daily-)	3 Daily-)	4 Daily-)

WISC. STATE JOURNAL 117,000			3 Daily-) \$3,720	4 Daily-) \$5,960
CAPITAL TIMES 117,000			3 Daily-)	4 Daily-)

GREEN BAY PRESS-GAZETTE 50M (D); 61M (S)	1 Sun.--\$763	2 Sun. -\$1,527 2 Daily-\$1,527	2 Sun. -\$1,527 2 Daily-\$1,527	3 Sun. -) 3 Daily-) \$4,584

APPLETON POST-CRESCENT 45,578		2 Sun. -\$1,488 2 Daily-\$1,488	2 Sun. -\$1,488 2 Daily-\$1,488	3 Sun. -) 3 Daily-) \$4,464

RACINE JOURNAL TIMES 70,477		1 Sun. -\$ 549	2 Sun. -\$1,096 2 Daily-) \$2,216	3 Sun. -\$ 1,547 3 Daily-) \$3,324
KENOSHA NEWS - 70,477			2 Daily-)	3 Daily-)

LA CROSSE TRIBUNE 35,498				2 Sun. -) 2 Daily-) \$2,560

SHEBOYGAN PRESS - 31,226				3 Daily-\$ 1,731

EAU CLAIRE LEADER - 32,114				3 Daily-\$ 1,833

WAUSAU, MARSHFIELD, MERRILL, WIS. RAPIDS, MARINETTE, STEVENS POINT - 67,720 (6)				1 Daily-\$ 1,825

	\$13,051	\$22,035	\$28,518	\$46,452

NEWSPAPER - PLAN A

3/6	3/7	3/8	3/9	3/10	3/11	3/12	3/13	3/14	3/15	3/16	3/17
M	T	W	T	F	S	S	M	T	W	T	F

Milwaukee Journal

Milwaukee Sentinel

Wisconsin State Journal

Capital Times

Green Bay Press-Gazette

Appleton Post-Crescent

Racine Journal-Times

Kenosha News

La Crosse Tribune

Sheboygan Press

Eau Claire Leader

Wausau Record-Herald

Marshfield News-Herald

Merrill Herald

Wisconsin Rapids Tribune

Marinette Eagle-Star

Stevens Point Journal

3/18 3/19 3/20 3/21 3/22 3/23 3/24 3/25 3/26 3/27 3/28 3/29 3/30 3/31 4/1 4/2 4/3
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NEWSPAPER - PLAN B

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<u>M</u>	<u>T</u>	<u>W</u>	<u>T</u>	<u>F</u>	<u>S</u>	<u>S</u>	<u>M</u>	<u>T</u>	<u>W</u>	<u>T</u>

Milwaukee Journal

Milwaukee Sentinel

Wisconsin State Journal

Capital Times

Green Bay Press-Gazette

Appleton Post-Crescent

Racine Journal-Times

Kenosha News

La Crosse Tribune

Sheboygan Press

Eau Claire Leader

Wausau Record-Herald

Marshfield News-Herald

Merrill Herald

Wisconsin Rapids Tribune

Marinette Eagle-Star

Stevens Point Journal

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NEWSPAPER - PLAN C

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M	T	W	T	F	S	S	M	T	W	T	F

Milwaukee Journal

Milwaukee Sentinel

Wisconsin State Journal

Capital Times

Green Bay Press-Gazette

Appleton Post-Crescent

Racine Journal-Times

Kenosha News

La Crosse Tribune

Sheboygan Press

Eau Claire Leader

Wausau Record-Herald

Marshfield News-Herald

Merrill Herald

Wisconsin Rapids Tribune

Marinette Eagle-Star

Stevens Point Journal

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NEWSPAPER - PLAN D

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Milwaukee Journal

Milwaukee Sentinel

Wisconsin State Journal

Capital Times

Green Bay Press-Gazette

Appleton Post-Crescent

Racine Journal-Times

Kenosha News

La Crosse Tribune

Sheboygan Press

Eau Claire Leader

Wausau Record-Herald

Marshfield News-Herald

Merrill Herald

Wisconsin Rapids Tribune

Marinette Eagle-Star

Stevens Point Journal

RADIO SPOT (60's or 30's) BUDGET APPROPRIATION BY DISTRICT (CURRENT)

		<u>PLAN A</u>	<u>PLAN B</u>	<u>PLAN C</u>	<u>PLAN D</u>
<u>DISTRICT 1</u>					
BELOIT	WBEL	\$ 300	\$ 450	\$ 600	\$ 750
	WGEZ	300	450	600	750
JANESVILLE	WCLO	500	600	700	850
KENOSHA	WLIP	500	600	700	850
RACINE	WRAC	400	500	600	750
	WRJN	300	400	400	550
		<u>\$2,300</u>	<u>\$3,000</u>	<u>\$3,600</u>	<u>\$4,500</u>

<u>DISTRICT 2</u>					
BARABOO	WBOO	\$	\$ 150	\$ 200	\$ 250
BEAVER DAM	WBEV	200	250	300	350
FT. ATKINSON	WFAW	100	200	300	300
MADISON	WIBA	250	350	450	500
	WTBQ			200	250
	WIBV	300	400	500	600
	WISM	300	450	550	650
	WMAD		200	350	450
MONROE	WEKZ	100	200	300	350
PORTAGE	WPDR			200	300
WATERTOWN	WTTN	200	300	300	350
WISC. DELLS	WWOK		100	200	350
		<u>\$1,450</u>	<u>\$2,600</u>	<u>\$3,850</u>	<u>\$4,650</u>

<u>DISTRICT 3</u>					
BLACK RIVER FALLS	WWIS	\$	\$ 150	\$ 250	\$ 300
DODGEVILLE	WDMP		150	250	300
DURAND	WRDN				150
LA CROSSE	WIZM		200	300	350
	WKTY	300	500	600	700
	WLCX	200	300	400	500
LADYSMITH	WLDY	200	300	400	450
MAUSTON	WRTL		150	250	300
PLATTEVILLE	WSWW		150	250	350
PRAIRIE DU CHIEN	WPRE	200	300	400	450
REEDSBURG	WRDB			200	300
RICHLAND CENTER	WRCO	100	200	300	350
RIVER FALLS	WEVR			200	250
SPARTA)	WCOW	200	350	450	450
TOMAH)	WTMB				
VIROQUA	WISV		150	250	300
		<u>\$1,200</u>	<u>\$2,900</u>	<u>\$4,500</u>	<u>\$5,500</u>

<u>DISTRICT 4, 5, 9</u>		<u>PLAN A</u>	<u>PLAN B</u>	<u>PLAN C</u>	<u>PLAN D</u>
MILWAUKEE	WAWA				
	WEMP	\$1,100	\$1,200	\$1,400	\$1,600
	WISN	1,500	1,700	2,000	2,200
	WMIL	600	600	800	900
	WNOV				
	WOKY	900	1,100	1,400	1,550
	WRIT	900	1,100	1,300	1,500
	WTMJ	1,500	1,700	2,000	2,200
WAUKESHA	WAUK	500	500	600	700
		<u>\$7,000</u>	<u>\$7,900</u>	<u>\$9,500</u>	<u>\$10,650</u>

DISTRICT 6

FOND DU LAC	KFIZ	\$ 700	\$ 900	\$1,000	\$1,100
HARTFORD	WTKM		200	250	350
JACKSON	WYLO			250	350
OSHKOSH	WAGO	600	800	800	900
	WOSH	700	900	1,000	1,100
NEENAH/MENASHA	WNAM	300	500	600	800
PLYMOUTH	WPLK			300	400
PT. WASHINGTON	WGLB		300	450	500
RIPON	WCWC	400	500	600	700
SHEBOYGAN	WHBL	600	700	800	900
	WKTS	400	550	700	800
WAUPUN	WLKE	300	400	500	550
WEST BEND	WBKV	300	400	500	550
		<u>\$4,300</u>	<u>\$6,150</u>	<u>\$7,750</u>	<u>\$9,000</u>

DISTRICT 7

ANTIGO	WATK	\$ 200	\$ 350	\$ 500	\$ 550
MARSHFIELD	WDLB	150	300	450	450
MEDFORD	WIGM		200	300	350
MERRILL	WXMT		200	300	350
NEILLSVILLE	WCCN			200	250
RHINELANDER	WOBT	200	350	500	550
SHAWANO	WTCH		150	300	300
STEVENS POINT	WSPT	200	400	600	600
TOMAHAWK	WELF	100	250	400	400
WAUPACA	WDUX		150	300	350
WAUSAU	WRIG	300	400	500	600
	WSAU	200	400	600	700
	WXCO	200	300	400	500
WIS. RAPIDS	WFHR	100	250	400	450
		<u>\$1,900</u>	<u>\$3,700</u>	<u>\$5,750</u>	<u>\$6,400</u>

		<u>PLAN A</u>	<u>PLAN B</u>	<u>PLAN C</u>	<u>PLAN D</u>
<u>DISTRICT 8</u>					
APPLETON	WAPL	\$ 400	\$ 600	\$ 700	\$ 800
	WKAU	200	300	400	500
	WYNE	300	400	500	600
GREEN BAY	WBAY	700	900	1,100	1,200
	WDUZ	300	400	500	600
	WNFL	400	600	700	800
MANITOWOC	WCUB	300	450	550	600
	WOMT		200	300	400
MARINETTE	WMAM		200	300	300
OCONTO	WOCO			150	200
STURGEON BAY	WDOR	150	200	300	400
TWO RIVERS	WQTL	150	200	300	300
		<u>\$2,900</u>	<u>\$4,450</u>	<u>\$5,800</u>	<u>\$6,700</u>
 <u>DISTRICT 10</u>					
ASHLAND	WATW	\$ 200	\$ 300	\$ 300	\$ 450
EAGLE RIVER	WERL		150	150	250
EAU CLAIRE	WAXX	100	200	200	300
	WBIZ	200	300	400	500
	WEAQ	500	600	700	800
	WOKL				150
HAYWARD	WHSM	200	200	200	300
MENOMONIE	WMNE			200	300
NEW RICHMOND	WIXK			150	250
PARK FALLS	WNBI			100	250
RICE LAKE	WJML			150	250
SUPERIOR	WAKX	150	300	350	400
	WDSM	150	300	350	400
		<u>\$1,500</u>	<u>\$2,350</u>	<u>\$3,250</u>	<u>\$4,600</u>
		\$22,000	\$33,000	\$44,000	\$52,000

Note: Radio campaign projected for four weeks utilizing alternate schedules by markets. Small markets in and out pitted as appropriate in strategy against television and newspaper schedule.