

Richard Nixon Presidential Library
White House Special Files Collection
Folder List

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63	2	10/15/1962	Memo	To: Joe Agnello/ Jack Rourke From: Bob Haldeman Re: San Diego Telethon. 2 Pages.
63	2	10/09/1962	Memo	To: Bob Haldeman From: Charlie Farrington Re: Results of Survey on Brown's Telethon. 1 Page.
63	2	09/11/1962	Letter	To: Bob Haldeman From: Kai Jorgensen Re: Purchase order for 7 "Win With Nixon" Telethons. 1 Page.
63	2	09/29/1962	Memo	To: Bob Hamilton From: Bob Haldeman Re: Three points regarding telethon. 1 Page.
63	2	10/01/1962	Memo	To: Charlie Farrington and Dave Hunter From: Bob Haldeman Re: Further Telethon Critique. 1 Page.
63	2	10/01/1962	Memo	To: Charlie Farrington From: Bob Haldeman Re: Points to cover with people involved with telethons. 3 Pages.

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63	2	n/a	Memo	List of staff and their jobs concerning the telethon. Duplicate Page not scanned. 3 Pages.
63	2	n/a	Memo	Telethon Responsibilities. Duplicate Pages not scanned. 3 Pages.
63	2	n/a	Memo	Telethon Responsibilities. Duplicate Pages not scanned. 3 Pages.
63	2	09/18/1962	Memo	To: Bob Haldeman From: Jack Rourke Re: Telethon Cities and Schedule. 2 Pages.
63	2	09/17/1962	Newspaper	Newspaper page from The Bakersfield Californian. Not Scanned.
63	2	09/15/1962	Letter	To: Charles Farrington From: Jack Rourke Re: Local Live Telethons. 1 Pages.
63	2	09/15/1962	Letter	To: Charles Farrington From: Jack Rourke Re: KTTV floor plan and production check list. 1 Page.

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63	2	09/15/1962	Memo	To: Charlie Farrington From: Bob Haldeman Re: Telethon Tape. 1 Page.
63	2	09/16/1962	Memo	To: RN From: Bob Haldeman Re: M.C. for Telethons and memo To: Bob Haldeman From: RN Re: M.C. for telethons. Duplicate Page not scanned. 3 Pages.
63	2	08/27/1962	Memo	To: RN From: Paul W. Keyes Re: Telethons. 1 Page.
63	2	08/24/1962	Letter	To: George Whitney From: Bob Haldeman Re: Letter of August 22. Attached: Letter of August 22 and corresponding letter to Dorr Walsh. 4 Pages.
63	2	08/21/1962	Memo	Location and List of those to view telethon. 1 Page
63	2	n/a	Report	Estimated costs for 6 Nixon telethons. 1 page.
63	2	n/a	Memo	Note for Bob Haldeman Re: Extra copies concerning telethon. 1 Page.

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63	2	08/20/1962	Memo	To: Bob Haldeman From: Paul W. Keyes Re: Local Telethons. 1 Page.
63	2	08/20/1962	Memo	To: Bob Haldeman From: Paul W. Keyes Re: Local Telethons. Duplicate Copy not scanned. 1 Page.

Nixon for Governor

To: Joe Agnello/Jack Rourke

Date: 10-15-62

From: Bob Haldeman

Subject: San Diego Telethon

Distribution:

Just a few thoughts.

I think we should cue the audience to stand at the Nixon introduction, rather than waiting until they are on camera and then haphazardly rise to their feet. This looks awkward.

As mentioned in an earlier memorandum, I strongly feel the stars should not make their endorsement pitch when they are first introduced and all lined up in a row. This should simply be an introduction and a wave. They should wait until they come in to ask questions to make their endorsement. It is very bad to have the whole series all at once, and this greatly delays the opening of the show.

Incidentally, the opening took way too long. It was 9 minutes before the first question came on. Perhaps we could hold up PN's introduction until after some questions have been asked.

The Eisenhower film is terrible, and must not be used again. I assume we now have clips from his speech to use instead.

I still think our sign-off is awkward. We started it with 8 minutes still to go, and it was much more time than was needed for the closing credits. Consequently, it bogged down. Nixon's sign-off speech was excellent. He should be encouraged to use this continually.

Can't we get the Win With Nixon slide to use at the end of the show on the disclaimer, rather than "A paid political program"?

I agree with the earlier suggestion that the strong part of our fund pitch should be our joining with Dick in his crusade for a better California, and then we should make every effort to get maximum conviction into the pitch. I think this will be more effective than frequent repetition.

INTER-OFFICE MEMORANDUM

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

To:

Date:

From:

Subject:

Distribution:

- 2 -

Please don't construe any of the above as an indication of dissatisfaction with the program. I think it was the best yet, and they have all been excellent, but as you know, I feel we should keep working for possible improvements.

Nixon for Governor

file

To: ✓ Bob Haldeman

Date: October 9, 1962

From: Charlie Farrington

Subject: Results of Survey on Brown's Telethon -- 10/8/62

Distribution: Herb Klein
file

Time of broadcast: 7:00 PM to 8:30 PM.

Time of survey calls: 7:00 PM to 8:15 PM.

Number of calls: 453.

Of this total number called, 119 were not watching television and 334 were watching TV .

Of the 334 watching television, only 58 were watching Channel 47 -- the channel on which Brown's telecast was carried.

During the survey of the Nixon telethon in Fresno on 10/5/62, there were 343 calls made during a one-hour period, and 33 1/3 percent of the viewers were tuned in to RN as opposed to 17 percent tuned in for Brown on Monday night.

The ratings were 19 for RN and 13 for Brown.

The seeming discrepancy here may be accounted for, in part, by the fact that there were a higher number of sets in use during the time Brown's telethon was on the air, although a lower percentage of the sets which were in use were tuned in to Brown than were tuned in to Nixon.

file

September 11, 1962

TO: BOB HALDEMAN

cc: CHARLIE FARRINGTON

SUBJECT: PURCHASE ORDER FOR 7 "WIN WITH NIXON" TELETHONS

It is imperative that Hixson & Jorgensen be provided with a properly signed authorization to proceed with all the necessary commitments to successfully bring about our telethons.

An estimate of the principal items is attached, with some detail ... including radio simulcasts and the services of the producer. The amount of this estimate is \$88,326.00.

There are a great many items which cannot be properly estimated at this time due to the need for final decisions and determinations. One of the main items will be newspaper advertising for the telethons. Our recap shows space for one ad at \$7,165.00. If we run two ads, which I believe would be a minimum, this would be an additional \$7,165.00 ... and assuming the ad is different in nature, there might well be an additional \$3,000.00 for production due to the many changes in the ad to meet all local conditions of time, station, etc.

We must also provide for a Master of Ceremonies and his travel and expenses; the printing of tickets, badges and question forms; the purchase of pencils and pens for telephone operators; travel expenses for Jack Rourke and travel expenses for one person from our agency, plus an infinite number of contingencies which can occur in these distant cities which may be entirely beyond our knowledge or control at this moment. Our agency cannot undertake and be held responsible for such an important all-out effort without the assurance that adequate funds will be provided, and it is my considered opinion that the Financial Committee must be prepared to face a possible additional expenditure of at least \$25,000. I respectfully submit that the agency has the right to ask for this assurance.

Will you, therefore, ask that a purchase order be prepared in the amount of \$113,326.00 and that we would appreciate having this matter resolved at the earliest possible moment since we have already made commitments to the stations, the producer, printers, etc., and are at this moment expending our own funds.


Kai Jorgensen

Att.
KJ:db

Bob Hamilton
via Betty McVey for transmission by phone.
Bob Haldeman

9-29-62

Three points:

- 1) **Tell RN his opening remarks pertaining to the Telethon as a new campaign technique are very good and should always be used.**

This is important because, as you know, Brown follows us by several days in each city. This approach highlights the fact that we started this - and he is copying it.

- 2) **As I mentioned to you, I think you should prepare, with the assistance of Hess and Hunter, a list of the key issues which should be covered in all telethons and perhaps review with RN the relative weight he wants to put on each one. This list should be typed in duplicate so that during the show you can keep a running tally pertaining to each of these issues.**
- 3) **I don't think McCarthy should be on the other telethons with the exception of San Francisco, his home base. Can you cover this with him? There is a problem in bringing an out-of-the-area legislator on the air - as far as the local people are concerned.**

Charlie Farrington and Dave Hunter

10-1-62

Bob Haldeman

Further on the Telethon critique:

- 1) We need more human interest questions.**
- 2) We need more opportunity for RN to show righteous indignation to some questions.**
- 3) The following were especially great improvements over the Primary Telethon:**
 - a) the work of the emcee;**
 - b) the shortened comments by the question-askers;**
 - c) the local people answering the phones instead of pretty girls;**
 - d) the celebrities.**

Charlie Farrington

10-1-62

Bob Haldeman

Will you please cover these points with the individuals concerned for consideration of future Telethons?

- 1) The question sorting room should be off-bounds to all personnel except those specifically assigned to question sorting, i.e. Hunter, Woods, Hamilton and Haldeman - and Boyd Gibbons who will handle the runner chores.

In order to enforce this, I think we should put only enough chairs in the room for the above mentioned people, and should inform all of our staff they are not to use this room before or during the Telethon.

The reason for this is not secrecy, but efficient operation. It is impossible to handle the question sorting chore and the necessary communication among those so involved if there are other people moving in and out of the room, talking to the sorters etc.

Among the problems in Salinas were the use of the room as a celebrities waiting room before they went to make-up; its use as PN's waiting room before she went on her party tour; a general resting place and focal point for several staff members; a viewing room for one of the Nixon-Airs who got tired carrying messages back and forth; constant popping in with people who had things to chat about that could have waited until later... or never.

In other words, please ask everyone to stay out of the sorting room.

Along this line, I think it is important that monitors be available to staff members in other areas of the stage so that they will have some place to watch the program. This would apply to such people as Bud Look, Ray Arbuthnot, the celebrities etc.

- 2) The identification signs for the telephone operators were way too small.
- 3) At the time the show went on the air, Lloyd Nolan was wandering around, totally lost, not knowing where to sit or what to do.
- 4) We need much better crowd control. There were all sorts of extraneous people wandering all over the stage, including - I am sure - whatever Brown spies were assigned to cover this.
- 5) We need more set decoration. They apparently only had two of the miniature 24-sheets. There should be more of this material available and the production crew should carry a reserve supply.
- 6) We discussed during the program the audience noise level problem. This should be carefully looked into ahead of air time.
- 7) Regarding Rex Mays, everyone agreed he did a superb job, but there are a couple of minor suggestions:
 - 1) I think he could put more fire and enthusiasm into his opening;
 - 2) I think he could speed up his rate of delivery on the half-hourly wrap-ups, which would make this much more effective.
- 8) There was fund-raising pitch at the opening of the show, another one 20 minutes into the show, and another one at the end of the first 30 minutes; I think this is too close together --- they should be about every half hour.

- 9) It seemed to me that Payne was on too long the first half hour. I think a change of pace of interrogators is especially important in the early part of the show to get the show off to a good fast start. This is no criticism of Payne - but merely of the timing.
- 10) I think it was a mistake to let McCarthy on to make a speech, and as agreed, I don't believe he should be on the air except in San Francisco, which is his area.
- 11) The Philippino translation is good, but if we repeat this type of thing, I think it should be as it was this time -- in the latter part of the show -- because it does slow the pace down tremendously. I also think there was a little too much of it.
- 12) RN was concerned about the fact he was trapped into a visit with the studio audience -- which he avoided by going to the operators instead; also by being forced to ask the questions himself at the beginning and at other times during the show. It was his understanding and we had agreed with Roarke before show time that neither of these things should be done. This should be clearly settled between Roarke and RN prior to the next Telethon.

David Hunter

Pre-show: Preparation of material for briefing; day preceding - visit city for last minute local material and check-out of physical set-up for sorting.

Day of show: Briefing and preparation for sorting.

During show: Question sorting in staff room, assisted by Rose Woods, Marje Acker, Bob Hamilton and Bob Haldeman.

Joe Agnello

Pre-show: Check lighting and other physical arrangements relating to candidate's participation; plus film arrangements, if needed.

During show: Director - in booth at all times; call shots.

John Davies

Pre and
During show: Telephone arrangements and operations.

Dick Capen

Pre and
During show: Mrs. Nixon's separate activities.

Boyd Gibbons

Pre-show: Advance man for housing, transportation and all local arrangements not connected with show.

Day of show: Personal assistant to Bob Haldeman and Nixon staff.

During show: Stand by in staff room; assist Haldeman and candidate's staff.

TELETHON CREW

Jack Rourke and Staff

Overall responsibility for telethon production.

Hixson and Jorgensen Staff
(Kai Jorgensen and Dorr Walsh)

Agency supervision - supplies and materials.

Rev Winkler and Blake Chatfield

Local promotion and publicity.

Ray Arbuthnot

Local participation, including studio and audience, phone answerers and local questioners.

Charlie Farrington

Celebrities, coordination with agency, Rourke, Arbuthnot and Winkler/Chatfield. Coordination with McCarthy on candidates appearing.

Bud Look

Makeup for all participants.

TELETHON RESPONSIBILITIES

Jack McCarthy

Pre-show: Set up in telethon city to meet with local Nixon and GOP leaders and candidates who want to see RN; brief candidates who are to appear on show.

During show: Handle candidates who are appearing.

Herb Klein

Pre and during Show: Full responsibility for all press matters, control, etc.

Bob Hamilton

Pre-show: None

During show: Monitor full show in staff room; prepare chronological list of questions answered and subjects covered within each question; keep a tally by subject of number of questions answered.

Rose Woods and Marie Acker

Pre-show: None

During Show: Aid in question sorting in staff room; type questions for use on air.

Steve Hess

Pre-show: Assist in briefing and answer drafts.

During show: Monitor full show in assigned office; prepare half-hourly summaries of subjects covered for use on air by emcee.
(needs volunteer secretary)



Jack Rourke Productions

DW

6331 HOLLYWOOD BOULEVARD
HOLLYWOOD 28, CALIF.
HOLLYWOOD 3-7178

hold

September 18, 1962

Memorandum

To: Mr. Bob Hajdeman

cc: Messrs. Charles Farrington, Kai Jorgensen,
Dorr Walsh.

In each of the teletthon cities, our organization will have a minimum of five people on hand including myself.

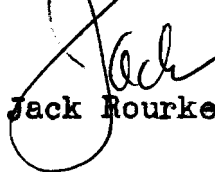
I am sending along attached a tentative schedule - where we will be when.

In all cases, you may reach us through Helen King of our office at 6331 Hollywood Boulevard, Hollywood 3-7178. (Mrs. King's home phone number is TR. 7-6289.)

Whenever a guest is set, talent or otherwise, it should be made clear that he or she is to be at the station (addresses of which are on the enclosed list) approximately one hour before airtime.

Thanks and best.

Sincerely,


Jack Rourke

JR:jl

Bob Haldeman

JACK ROURKE PRODUCTIONS
6331 Hollywood Boulevard
Hollywood 28, California
HO 3-7178

WIN WITH NIXON TELETHONS

This is a tentative schedule outlining where we'll be and when. Helen King, at our office, will know where we are at all times ... also, our travel agent, Charles Willett, at PO 2-0676.

JACK ROURKE PRODUCTIONS people: Phyllis Baxley, Jim Bauman, Joan Rourke, Bill Baxley and Jack Rourke will be at all seven telethons; Marjorie Lawson at some.

<u>Departure Date</u>	<u>Locomotion</u>	<u>To City</u>	<u>Hotel</u>	<u>Station</u>
1. Tues. 9/25/62	Plane	Salinas	Wonderlodge 808 N. Main HA 4-8661	KSBW-TV 238 John St. HA 2-6422
2. Sat. 9/29/62	Plane	L. A.		
3. Sun. 9/30/62	Car	Bakersfield	Hacienda 251 S. Union FA 7-3333	KERO 321 21st St. FA 7-1441
4. Wed. 10/3/62	Car	Fresno	Tropicana 4061 N.Black- stone BA 2-5641	KFRE 733 L Street AM 8-6444
5. Sat. 10/ 6/62	Car	L. A.		
6. Wed. 10/10/62	Car	San Diego	El Cortez 7th and Ash BE 2-0161	KFMB 1405 5th BE 2-2114
7. Sat. 10/13/62	Car	L. A.		
8. Sun. 10/14/62	Plane	Sacramento	El Rancho 1029 W.Capital FR 1-6731	KCRA 310 - 10th St. HI 4-7300
9. Wed. 10/17/62	Plane	L. A.		
10. Sun. 10/21/62	Plane	Oakland	Edgewater Inn 455 Hegen- berger Road LO 2-6100	KTVU 1 Jack London Sq. TE 4-2000
11. Tues.10/23/62	Plane	L. A.		

DISTRIBUTION - Nixon Headquarters: Messrs. Nixon, Haldeman, Farrington, Agnello, Hunter, Hess, Arbuthnot, Erlichman, Klein, Chatfield; Miss Woods, Mrs. Taurog. - Hixson & Jorgensen, Inc.: Messrs. Jorgensen, Walsh, Bower, Mildred Fluent and Rex May. - Jack Rourke Productions: Above mentioned people.



Jack Rourke Productions

6331 HOLLYWOOD BOULEVARD
HOLLYWOOD 28, CALIF.
HOLLYWOOD 3-7178

September 15, 1962

Mr. Charles F. Frinton
Nixon for Governor
3908 Wilshire Boulevard
Los Angeles 5, California

Dear Charlie:

In all of the local telethons we will emphasize that we are originating live from the local city.

Reference will be made to this fact in all our basic elements - such as the opening, the introduction to the "wrap-up", the plugs for telephone calls and contributions and, of course, in the introductions of local people and in the identification of people who have telephoned.

Best.

Sincerely,

Jack Rourke

JR:jj

cc: Messrs. Bob Heideman, Yaf Jorgensen, Dorr Walsh.



Jack Rourke Productions

6331 HOLLYWOOD BOULEVARD
HOLLYWOOD 28, CALIF.
HOLLYWOOD 3-7178

September 15, 1962

Mr. Charles F rrington
Nixon for Governor
3908 Wilshire Boulevard
Los Angeles 5, California

Dear Charlie:

I'm sending along enclosed a floor plan for KTTV
plus the KTTV production check list.

This means that you now have floor diagrams on all
seven stations plus production check lists for all
seven.

In addition, you have the breakdown of responsibility
on all telethons - who does what to whom.

Thanks and best.

Sincerely,

Jack Rourke

JR:jt

cc: Messrs. Bob Hayden, Yai Jorgensen, Dorr Walsh

Charlie Farrington

9-15-62

Bob Haldeman

Will you please send the telethon tape

to: Mr. Don Crothers
 701 Oak Street
 West Fargo, North Dakota

They are considering a telethon for their own gubernatorial candidate and release of our tape to them is authorized so they can take a look at how it was done.

I would suggest you place a collect call to Crothers (you can get the number from information through the above address), tell him you are authorized to send the tape to him, explain its value, the fact it is our only copy, impress its importance and the precautions that must be taken; also confirm shipping charges will be at their expense.

RN

9-16-62

Bob Haldeman

M.C. for Telethons

Dick Powell is not able to be the emcee, nor does he feel he will be able to appear on the Telethons.

Actually, we were not considering him for emcee, but rather as the chief star and procurer of other stars.

The man we were considering was Bill Leyden, with Jack Linkletter as the other possibility. Neither one will be able to take on the assignment.

We have therefore decided to get a top professional announcer with good emcee ability on a paid basis to use as our back-up emcee for all the Telethons. We will thus be assured of always having someone available who will be handling things our way.

After careful auditions and screening, the man selected for this assignment is Rex Maze from San Diego who is dedicated to you, extremely competent, and I think will do an excellent job. He will be in the office early this next week and I hope you will have an opportunity to meet him.

We will of course plan to have several top stars on each Telethon, and they will perform some of the emcee chores. However, I am sure you will recognize the need for our having our own man on hand at all times.

INTER-OFFICE MEMORANDUM

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

To: Bob Haldeman

Date: September 11, 1962

From: RN

Subject:

Distribution:

I have seen several suggestions with regard to who will be the emcee for our various telethons. For example, among the names I have seen is Dick Powell's. I wonder if you would keep me posted on this and let me know what the final decision is.

Nixon for Governor DH

To: RN
 From: Paul W. Keyes
 Subject: Telethons
 Distribution: Bob Haldeman/Joe Agnello

Date: August 27, 1962

At a telethon meeting last week it was generally agreed that if we could get Bill Leyden to be emcee it would be the best thing for us. As you know, I had discussed this with Leyden without commitment some time ago.

I spoke to Bill Leyden again last night and told him that we want him and that his manager Arnie Mills (OL 7-2024) would hear from someone in the Nixon campaign very soon.

Both Mills and Leyden are sympathetic to our cause and my honest opinion is they will do everything possible to arrange this. However, since Leyden has a contract employee of NBC network must clear his participation in the campaign and while he might be able to do some I don't know if he could do all of our telethons.

In any case, I think Leyden is a plus for us and every effort should be made to get him for as many telethons as possible.

PK
T. H. Haldeman

August 24, 1962

Dear George:

Thank you very much for your letter of August 23
and copy of your letter to Dorr Walsh confirming arrangements.

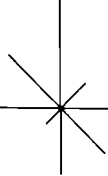
We certainly appreciate your fine help.

Best regards,

E. R. Haldeman

Mr. George Whitney
Vice-Pres. and Gen. Mgr.
KFBZ-TV
1405 5th Avenue
San Diego 1, California

Ask + Plan



KFMB-TV Channel 8 ©

1405 5th Avenue • San Diego 1, California • Phone: BElmont 2-2114

August 22, 1962

Dear Bob:

We were able to work out the Nixon Telethon with Dorr Walsh according to the terms in the attached letter.

I am very glad that we were able to do this for you.

Best regards,

George Whitney
Vice-Pres. and Gen. Mgr.

Mr. Robert Haldeman
J. Walter Thompson
6505 Wilshire Boulevard
Los Angeles 48, California

TRANSCONTINENT STATIONS *

IN TELEVISION: WGR-TV BUFFALO
• WDAF-TV KANSAS CITY • KFMB-TV
SAN DIEGO • KERO-TV BAKERSFIELD
• WNEP-TV SCRANTON-WILKES BARRE

* IN RADIO: WGR & WGR-FM BUFFALO
WDAF & WDAF-FM KANSAS CITY
KFMB & KFMB-FM SAN DIEGO
WDOK & WDOK-FM CLEVELAND

August 21, 1962

Mr. Torr Walsh
Nissen & Jorgensen, Inc.
1940 Wilshire Boulevard
Los Angeles 5, California

Dear Torr:

This will confirm your conversation today with George Whitney regarding the telecast for Richard Nixon. I am happy that we have been able to work out this clearance and wanted to drop you this letter to confirm all of the arrangements per your discussion with George.

1. Telecast to be October 12 from 9:30 PM until 12:30 AM with station to program five minutes of news at 11:00 PM containing regular station commercials.

2. Program to be simulcast by KTTV Radio.

3. Time charges for above broadcast to be charged at applicable station rates. Television \$2,000.00 after discounts, and Radio \$200.00.

4. Production charges to be quoted after you advise more details regarding your needs for the program. As soon as you have an opportunity to meet with our production people and you provide specific information we will give you a quote on the production charges. I understand from George Whitney you are planning to do the program in our studios and therefore the need for Telephone Company connections or remote facilities will not be required. We would also like information regarding audience needs as it will be necessary to arrange for adequate personnel to handle whatever crowd you might anticipate for the program.

5. Please note attached political policies. We are reserving this time but will not be able to issue formal confirmation until September 12.

6. You will note station policy requires payment in advance before station will issue confirmation, therefore as soon as you can supply production information we will draw up a contract providing for production and time, and request that full payment be made so that station may issue confirmation by September 12.

7. It is our hope that we will be able to reschedule commercials currently in the 9:30 PM to 12:30 AM period and will therefore attempt to satisfy existing advertisers with makegoods. If some advertisers request credit for preemptions we will advise you of the last revenue so that you can reimburse the station.

Mr. Earl Walsh

-2-

August 21, 1962

Please advise if the funds for this telecast are to be provided by local contributors such as a "San Diego County Slain for Governor Committee" or if the funds will be of a regional nature.

I know you have worked hard on this campaign and I am happy that we have been able to work out this clearance. Many thanks for the interest you have shown in our station. I look forward to seeing you between now and the time of the telecast.

Best regards,

Bill Fox
Station Manager

WJL

cc: George Whitney
Jack Keiner
Bill Larimer

KTTV - 5746 Sunset Boulevard
Wednesday, August 21st
7:00 P.M.

to view Telethon

under P.R.

Herb Klein
Bob Haldeman
Kai Jorgensen
Dick Moore
Charlie Farrington
Jack Roarks
Paul Keyes
Dorr Walsh
Dick Bower
Joe Agnello

Handwritten note: Please copy to Herb Klein.

Bob Haldeman:

Extra copies for Roark and Agnello when
and if it is worked out that they are going
to be working on the telethons.

DW ~~ME~~

2 fax
copies being
made

Send copies to
~~Roark, Agnello~~
~~+ H.A.S. &~~
~~CF.~~

INTER-OFFICE MEMORANDUM

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

To: Bob Haldeman
From: Paul W. Keyes
Subject: Local Telethons
Distribution: RN

Date: August 20, 1962

It is our plan to open 7 of our local telethons with newly shot film montages of local flavor with the emcee reading "Voice -- Over" (+ Story in punch copy.

Film should be 30 seconds -- certainly no longer than 45 seconds tops.

Film will show identity and flavor of each community -- thereby giving our telethons the strong local flavor the people of the various communities will appreciate.

As film ends our emcee will introduce RN -- we then dissolve out of film into RN entrance.