

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>
15	6	10/2/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: recent campaign advertisements and campaign budget decisions. 2 pgs.
15	6	10/2/1972	<input type="checkbox"/>	Campaign	Memo	Copy of a memo from Joanou, through Magruder, to MacGregor RE: advertising decisions for the week of October 9. Network information and proposed advertisement schedule attached. 4 pgs.
15	6	10/2/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: a Democrats for Nixon "Defense" campaign ad. 2 pgs.
15	6	9/30/1972	<input type="checkbox"/>	Campaign	Memo	Copy of a memo from Strachan to Haldeman RE: campaign advertisement scheduling for television spots and newspaper pieces. Handwritten notes on original added by Haldeman. 2 pgs.

<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>
15	6	9/28/1972	<input type="checkbox"/>	Campaign	Memo	From Joanou to Strachan RE: network schedules for the week of October 2. Schedules, including planned campaign ad times, attached. 2 pgs.
15	6	9/29/1972	<input type="checkbox"/>	Campaign	Memo	Copy of a memo from Strachan to Haldeman RE: Dailey's campaign advertisement advice. Handwritten notes on original added by Haldeman and another, unknown individual. 1 pg.
15	6	9/26/1972	<input type="checkbox"/>	Campaign	Memo	Copy of a memo from Dailey, through Magruder, to MacGregor RE: adjustments to the proposed campaign advertisement budget. Advertising schedule attached. 4 pgs.
15	6	9/25/1972	<input type="checkbox"/>	Campaign	Memo	From Joanou, through Magruder, to MacGregor RE: a proposed campaign advertising budget. Network schedules, as well as information on newspapers and radio stations, attached. 17 pgs.
15	6	9/23/1972	<input type="checkbox"/>	Campaign	Memo	Copy of a memo from Higby to Strachan RE: construction of a media plan for the closing weeks of the 1972 presidential campaign. 1 pg.

<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>
15	6	10/2/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: the use of a time slot purchased by Connally to broadcast a film called "The Nixon Years." 1 pg.
15	6	9/30/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: the results of the latest Gallup poll. 1 pg.

ADMINISTRATIVELY CONFIDENTIAL

October 2, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Campaign Advertising and
Budget Matters

Campaign Advertising

At the weekly Campaign Budget meeting, Clark MacGregor and Maury Stans approved the expenditures for campaign advertising for the week of October 9. The substantive content of the TV network and local spots is described in the attached decision memorandum for MacGregor. To summarize the DFN "Welfare" spot would run in all 60-second network spots and in the selected local TV markets. The network 5-minute spots would be "Older Americans" and "Environment". Magruder indicated that MacGregor was "upset" about the advertising decision to run "Defense" this week instead of "Welfare". MacGregor also indicated in today's Budget meeting that he was not pleased with the "Saturday afternoon" advertising decision. In light of this, you may want to discuss the attached memorandum with MacGregor. Peter Dailey needs a decision quickly.

The Nixon Years

The scheduled Connally spot for October 4 has been cancelled by ABC. Instead, The Nixon Years will be run on October 5 between 9 and 9:30. MacGregor, Dailey, and Magruder decided not to call Elton Rule, President of ABC, because they will need the favor next week to buy Connally's spot near McGovern's Vietnam address.

Budget Decisions

Stans again complained that there was no budgetary control on campaign expenses. He suggested November Group cutback on

personnel. Dailey refused. He suggested cutbacks in the Direct Mail/Get Out the Vote Telegrams. MacGregor and Magruder refused. He suggested cutbacks in office expenses. Odle explained there was no way to control telephone and mail expenses.

The net result is that the campaign budget is now up to 43,000, and Stans must raise 10,500 in the next month.

When Clark MacGregor told Stans that Ehrlichman had indicated that the IRS would issue a ruling terminating the current system of no capital gains tax on a contribution of appreciated stock, Stans was floored. Tom Evans left the meeting to get an answer immediately.

GS/jb

Committee for the Re-election of the President

MEMORANDUM

October 2, 1972

MEMORANDUM TO: CLARK MacGREGOR
THROUGH: JEB S. MAGRUDER
FROM: PHIL JOANOU
SUBJECT: Advertising Decisions for the
Week of 10/9

Attached is the schedule for network and local advertising for the week of 10/9.

The following decisions are required:

1. Network commercial schedule of "Welfare" :60, "Older Americans" and "Environment" 5's. This decision is required by 10/4.

Approve _____ Disapprove _____ Comment _____

2. Purchase of \$220,886 in local advertising in fifteen states, extending last week's plan. Decision is needed today (10/2).

Approve _____ Disapprove _____ Comment _____

3. Local spot schedule of the "Welfare" :60. This decision is needed by 10/4.

Approve _____ Disapprove _____ Comment _____

cc: Pete Dailey



LOCAL ADVERTISING

10/9/72

<u>State/Market</u>	<u>Media</u>	<u>Subject</u>	<u>Cost/Wk.</u>
<u>California</u> Los Angeles San Francisco Fresno San Diego Sacramento Bakersfield	Spot TV/Radio	Welfare (TV) Youth (radio)	\$71,361
<u>New York</u> New York City Buffalo Syracuse Rochester	Spot TV/radio	Welfare (TV) Youth (radio)	\$51,366
<u>Michigan</u> Detroit Flint	Spot TV	Welfare	\$8,633
<u>Missouri</u> St. Louis	Spot TV	Welfare	\$6,150
<u>Wisconsin</u> Milwaukee	Spot TV	Welfare	\$3,450
<u>Illinois</u> Chicago	Spot TV	Welfare	\$16,200
<u>Ohio</u> Cleveland Toledo	Spot TV	Welfare	\$7,939
<u>Texas</u> Houston	Spot TV	Welfare	\$4,800
<u>Pennsylvania</u> Philadelphia Pittsburgh	Spot TV	Welfare	\$17,475
<u>Maryland</u> Baltimore	Spot TV	Welfare	\$5,250
<u>Minnesota</u> Minneapolis/St. Paul	Spot TV	Welfare	\$5,700
<u>Massachusetts</u> Boston	Spot TV	Welfare	\$10,800
<u>Washington</u> Seattle Spokane	Spot TV	Welfare	\$5,670

<u>State/Market</u>	<u>Media</u>	<u>Subject</u>	<u>Cost/Wk</u>
<u>Oregon</u> Portland	Spot TV	Welfare	\$3,414
<u>West Virginia</u> Charleston	Spot TV	Welfare	\$2,678

Date: 9/24/72

WEEKLY NETWORK TV SCHEDULE

Date: 10/1/72

Revision #: 1

Date	Day	Net	Program	Approx. Time (EST)	Annct. Length	Commit. Date	Estimated Cost (Net)					Est. Rtg. (\$)	Commercial Schedule	
							Time Cost (\$)	Int'g Chgs. (\$)	Rate Chgs. (\$)	Misc. Chgs. (\$)	Total Cost (\$)		Name	Com'l. #
10/9	Mon.	ABC	Bewitched	11:55-12:00N	5 Min.	9/25	2,458	213	5,000	-	7,671	4.6	Older Americans	
		NBC	Laugh In	8:00-9:00PM	60"	9/29	25,500	298	-	-	25,798	19.9	Welfare	
		CBS	Bill Cosby	10:00-11:00PM	60"	10/2	34,600	250	-	-	34,850	18.1	Welfare	
10/10	Tue.	NBC	Today Show	8:55-9:00AM	5 Min.	9/26	3,974	149	1,500	-	5,623	4.2	Older Americans	
		NBC	The Bold Ones	9:00-10:00PM	60"	10/3	21,250	298	-	-	21,548	19.1	Welfare	
10/11	Wed.	CBS	As The World Turns	1:55-2:00PM	5 Min.	8/25	5,134	470	-	-	5,604	11.7	Older Americans	
		ABC	Love American Style	4:25-4:30PM	5 Min.	9/27	2,458	213	5,000	-	7,671	6.6	Older Americans	
		NBC	Search	10:00-11:00PM	60"	10/4	22,100	298	-	-	22,398	16.2	Welfare	
10/12	Thur	ABC	The Men	9:00-10:00PM	60"	10/3	30,300	300	-	-	30,600	16.4	Welfare	
		CBS	Thursday Movie	10:55-11:00PM	5 Min.	10/5	11,297	235	2,000	-	13,532	19.1	Welfare	
		NBC	Dean Martin	10:00-11:00PM	60"	10/2	22,950	298	-	-	23,248	17.5	Welfare	
10/13	Fri.	CBS	Friday Movie	10:55-11:00PM	5 Min.	10/6	11,333	235	2,000	-	13,570	18.3	Environment	
		ABC	Love Amer. Style	10:55-11:00PM	5 Min.	9/22	5,766	213	5,000	-	10,979	17.2	Environment	
		NBC	Banyon	10:00-11PM	60"	10/6	20,400	298	-	-	20,698	14.6	Welfare	
10/14	Sat.	NBC	Emergency	8:00-9:00PM	60"	10/6	19,550	298	-	-	19,848	13.2	Welfare	
		ABC	Streets of San Fran	9:00-10:00PM	60"	10/5	30,300	300	-	-	30,600	15.6	Welfare	
		ABC	The Sixth Sense	10:55-11:00PM	5 Min.	9/22	5,766	213	5,000	-	10,979	14.0	Environment	
10/15	Sun.	NBC	Sun. Mystery	8:30-10:00PM	60"	10/6	28,050	298	-	-	28,348	20.4	Welfare	
				TOTAL DAY	4 Ann.		14,024	1,045	11,500	-	26,569	27.1		
				TOTAL NIGHT	14 Ann.		289,164	3,832	14,000	-	306,996	238.6		
				GRAND TOTAL	18 Ann.		303,188	4,877	25,500	-	333,565	265.7		

ADMINISTRATIVELY CONFIDENTIAL

October 2, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Advertising Matters

Pursuant to our conversation on Saturday, September 30, I advised Phil Joanou of the November Group that the DFN "Defense" attack ad should run on all available network 60-second slots. These DFN Defense ad 60's will replace the CRP positive ad 60's "Passport" (Tuesday, October 3, 8-9 p.m. - ABC "The Mod Squad"; Thursday, October 5, 8-9 p.m. - NBC "Flip Wilson"; and Saturday, October 7, 10-11 p.m., CBS - "Mission Impossible). One 60-second "China" spot on Saturday, October 7, 8-9 p.m. - NBC "Emergency", will also be replaced with the DFN "Defense" ad. In addition, the DFN "Defense" 60 will run on local TV in selected markets including San Francisco, Southern California, Seattle, and Michigan. The DFN "Defense" 60 will replace the DFN "Welfare" spot which had been scheduled for local TV markets beginning October 2. Due to the problem of changing the tapes at several local stations, some local TV spots on Monday, October 2 will carry the DFN "Welfare" spot.

A check with Phil Joanou indicated that last week the only network TV was the "Russia" 5-minute which ran Monday, September 25 and Thursday, September 28 during prime time and once in midweek, midday. There was no network DFN "Defense" advertisements. On local TV markets the DFN "Defense" ad ran.

Yesterday Clark MacGregor talked to me about the reasoning behind shifting all network 60's to the DFN "Defense" spot and shifting from the DFN "Welfare" spot to the "Defense" spot locally. I indicated to him that you and I had talked and that you were merely confirming a decision reached at either the Tuesday evening meeting with the President or at the 10 a.m. Friday meeting with Ehrlichman

that the week of October 2 was to be "Defense" week.
Back-up memoranda are attached.

GS/jb

THE WHITE HOUSE

WASHINGTON

September 30, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN S
SUBJECT: Campaigning Advertising Matters

Television

Positive Ads - CRP

Next week on Network TV, the China 5 minute, China 60, the Passport 60, the Older American 5 and the Youth 5 will run according to the schedule, attached at Tab A. Yesterday on the memorandum attached at Tab B, you asked why the Youth 5 would run. Dailey's response is that the China 5 gets such emphasis that by the end of the week, a little variety would add to the audience. The Youth 5 can be replaced by the China 5 on Saturday October 7.

_____ Change Youth 5 to China 5

_____ ✓ Leave Youth 5 on Saturday, October 7

_____ Other

Negative Ads - DFN

Because of your comment yesterday that the DFN 60's are better than the positive 60's, the local TV markets where McGovern is relatively close will carry the DFN "Welfare" spot. Colson, in this morning's 9:15 meeting, confirmed that next week was reaffirmed as National Defense Week in

S → France
9/30

the Ehrlichman Political Meeting on September 29. Last week the DFN local ran the Defense ad. The question is whether the Defense, instead of the Welfare ad, should be run locally.

S → banner
9/30

Run Defense Ad

Run Welfare Ad

the following week

Other

Newspaper

The "Welcome McGovern" full page ad that you approved will run in Boston on October 3 when McGovern arrives. Buchanan and Colson reviewed the copy this morning and generally approved. Their only concern was that the headline not carry a question which McGovern could pick-up and use to his advantage by repudiating past positions. Buchanan and Colson suggest: "The People of Boston Don't Trust You Because: " This option will be given to you for the next McGovern Welcoming ad.

The layout for Boston ad will be available for review late tonight or first thing in the morning. The question is whether you want to review the layout.

S → banner
9/30

Yes, send layout to H. home

No, unnecessary to review layout

Other

NEED MS - STR.

Committee for the Re-election of the President

MEMORANDUM

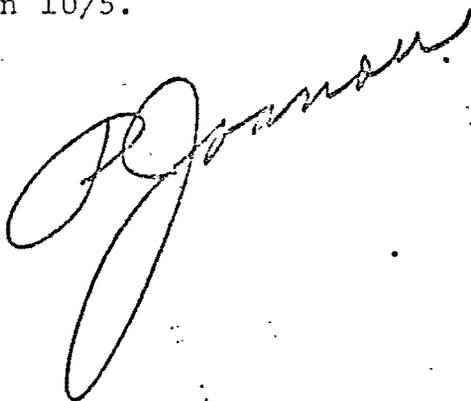
September 28, 1972

CONFIDENTIAL

TO: GORDON STRACHAN
FROM: PHIL JOANOU
SUBJECT: Network Schedule - Week of 10/2

Attached is a revised schedule for next week, eliminating "Russia". Note that "China" is scheduled back-to-back on 10/3 on Welby and the Movie, providing 46.0 total rating points, as is "Passport" on 10/5.

cc: Pete Dailey



CONFIDENTIAL

9/22/72

WEEKLY NETWORK TV SCHEDULE

Week of: 10/2/72

Revision #: 1

Date	Day	Net	Program	Approx. Time (EST)	Annct. Length	Commit. Date	Estimated Cost (Net)				Est. Rtg. (\$)	Commercial Classification	
							Time Cost (\$)	Int'l Chgs. (\$)	Line Chgs. (\$)	Time Chgs. (\$)		Total Cost (\$)	Name
0/2	Mon	CBS	Guiding Light.	2:25-2:30PM	5-Min.	8/25	5,214	470	-	-	5,684	9.0	Older Amer.
0/3	Tue	NBC	Bohanza	8-9PM	60"	9/26	24,650	298	-	-	24,948	21.0	Passport
		ABC	Marcus Welby	10:55-11PM	5 Min.	9/21	5,766	213	5,314	-	11,293	26.1	CHINA
		CBS	Tues. Movie	10:55-11PM	5 Min.	9/26	8,889	235	2,000	-	11,124	19.9	CHINA
0/4	Wed	CBS	Secret Storm	3:55-4PM	5 Min.	8/25	5,271	470	-	-	5,741	7.0	Older Amer.
		CBS	Cannon	10:55-11PM	5 Min.	9/27	13,152	235	2,000	-	15,387	19.1	CHINA
0/5	Thur	ABC	The Mod Squad	8-9PM	60"	9/26	30,300	300	-	-	30,600	18.6	Passport
		NBC	Flip Wilson	8-9PM	60"	9/25	37,400	298	-	-	37,698	26.0	Passport
0/7	Sat	ABC	Alias Smith/Jones	8:55-9PM	5 Min.	9/21	6,559	213	5,614	-	12,386	14.4	Classica Youth
		NBC	Emergency	8-9PM	60"	9/29	19,550	298	-	-	19,848	13.2	CHINA
		NBC	Sat. Movie	10:55-11PM	5 Min.	9/22	11,921	149	200	-	12,270	17.3	Youth
		CBS	Mission Impossible	10-11PM	60"	9/29	37,150	250	-	-	37,400	18.3	Passport
TOTAL DAY					2 Ann.		10,435	940	-	-	11,425	16.0	
TOTAL NIGHT					10 Ann.		195,337	2,439	15,128	-	212,954	193.9	
GRAND TOTAL					12 Ann.		205,822	3,429	15,128	-	224,379	209.9	

THE WHITE HOUSE

WASHINGTON

September 29, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN *S*

SUBJECT:

Campaign Advertising

You have Peter Dailey's Revised Advertising Plans memorandum. Although it is addressed to Clark MacGregor, he wants final word from you before committing for next week's campaign television advertising. In addition to the Connally 1/2 hour on October 4, Dailey seeks authority to run:

- 1) the China 5 minute spot on Network;
- 2) the Youth 5 minute and Passport 60 second spot instead of the Record spots because of necessity to revise the Russia segments on network; and
- 3) the ~~DFN "Welfare"~~ *"Russia to China"* spots on local TV. - 60's.

good
Why? -
how does this
fit our
strategy

S → Dailey
9/29

all
Dailey
→

Dailey's only concern is that in the 1st two weeks of campaign TV, the DFN has outspent the Committee to Re-Elect the President positive materials two to one.

AD what? It probably should
be 10:1

RECOMMENDATION:

That Dailey be authorized to go ahead with his recommended schedule.

I think the DFN
60's are better
to us than
the positive 60's.
I would use the
positive 5 min

_____ AGREE _____

DISAGREE

_____ COMMENT _____

Committee for the Re-election of the President

MEMORANDUM

September 26, 1972

MEMORANDUM TO: CLARK MacGREGOR
THROUGH: JEB S. MAGRUDER
FROM: PETER H. DAILEY
SUBJECT: Revised Advertising Plans

Background

A campaign plan was presented, dated September 1972. It recommended a budget maximum of \$10,200,000 in media. The plan was to be reviewed weekly and adjusted to incorporate updated polling data.

The plan was \$7.5 million in excess of the funds available from Finance.

Recent adjustments made to the plan include the following.

Adjustments

1. Network television: start date delayed two weeks (from 9/18 to 10/2) with the exception of the "Russia" spots being aired week of 9/25.
2. Local Media:
 - a) Spot television delayed one week.
 - b) Newspaper postponed. To be reviewed on a week to week basis.
 - c) Spot radio delayed in all but two states (Calif. and New York).
 - d) Number of states receiving local media reduced from 26 to 15.
 - e) A contingency fund in budget of \$3,328,465 was deleted.

This plan and budget will be adjusted week to week depending upon the needs of the campaign and the funds available.

Current Plan

Network television: (1)

Prime 5's and 60's
9/25-10/6 \$2,271,909

Half-Hours
10/4 (DFN) 90,000
10/13 (Record Documentary) 53,000
10/15 (Record Documentary) 79,000
222,000
Election Eve 90,000
312,000

Local Spot TV, Radio

Spot TV: 15 states (Mkts. attached)
start 10/2 150 GRP @ \$220,886 wk.

Radio: 2 states 1,108,778

Newspaper/Spot TV (DFN)

DFN "Defense" ad 198,200
13 states 9/26

Further newspaper ads held in
obeyance. -

Spot TV 9/25, 150 GRP's 153,200
13 states 351,400

Voter Bloc Media

(Plan in Media book) 360,000

TOTAL MEDIA: \$4,404,087

(1) Complete schedule, including weekly GRP's
attached.

Future Adjustments

The plan will be reviewed and adjusted weekly and recommendations presented at Monday, 3:00 PM budget meeting. Additional markets may be added, newspaper insertions scheduled, youth radio added on a week to week basis.

Scheduling

Attached is a commercial schedule for the balance of the campaign. This schedule is to be reviewed on a weekly basis for change in subject matter and emphasis.

A major concern in scheduling is the imperative need now for a positive media message for the President.

The efforts of the surrogates and the 9/25 start of the D.F.N. have all been directed at George McGovern.

The cross-over voters now in the Nixon column must be re-enforced ~~with~~ ^{with} positive messages about the President's record.

A schedule to accomplish this goal is appended. It includes provisions for the use of D.F.N. advertising in selected local markets. D.F.N. commercials may be scheduled in network time later.

Decisions Required Today

1. Approval of network schedule.
2. Approval of 10/4 Connally network ½ hour.
3. Approval of 10/13 and 10/15 network ½ hour of Record Documentary.
4. Approval of 10/2 local spot TV and radio start date and markets.
5. Approval of commercial schedule for week of 10/2.

Attachments

1. Network schedule 9/25-11/6
2. DFN newspaper & spot markets for week of 9/25
3. Local spot TV, radio markets for 10/2
4. Cost projection, local TV/Radio markets.

F. Darley
by PJ

SPOT-BUYING PLAN

AS OF 9/26/72

3 top 4

<u>Network TV</u>	<u>9/25</u>	<u>10/2</u>	<u>10/9</u>	<u>10/16</u>	<u>10/23</u>	<u>10/30</u>
Night	Russia (5) China (5) <i>YOUTH RECORD (5)</i> <i>PASSPORT RECORD (60)</i>	Record (5) Environ (5) Passport (60)	Youth (5) Old Am (5) Youth (60)	Record (5) Old Am (5)	Man (5) Record (5) Taxer (60)	Record (5) Ruff (5) Cyr (5)
Day	Russia (5) Old Am (5)	Old Am (5)	Old Am (5)	Record (5) Old Am (5)	Record (5) Old Am (5)	Record (5) Old Am (5)
<u>Local Spot TV</u> (1)	Defense* (60)	Welfare* (60)	Credibility* (60)	Record (60) Passport (60) Welfare (60)	Credibility* (60) Record (60)	Credibility* (60) Record (60)
<u>Local Spot Radio</u>	-	Youth series (NYSCal)	Youth series (NYSCal)	Youth series (NYSCal)	Youth series (NYSCal)	Youth series (NYSCal)
<u>Newspaper</u>	Defense*	-	-	-	-	-
<u>4 Hour Nat</u>	1/4 Hr 10/2*	1/4 Hr 10/2*	-	Two hrs (Record)	-	Electric (60) Total (60)

* Democrats For Nixon

(1) Additional local spots (busing, SST, property taxes) scheduled in certain markets based on ADI research data.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

September 25, 1972

MEMORANDUM

MEMORANDUM TO: CLARK MacGREGOR
 THROUGH: JEB MAGRUDER
 FROM: PHIL JOANOU
 SUBJECT: Local Advertising

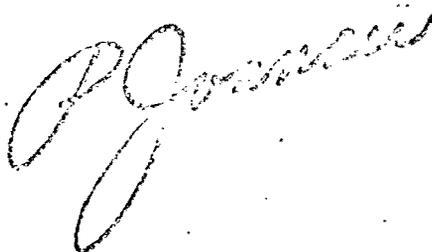
Decisions required at today's budget meeting are as follows:

1. Start local advertising on 10/2 in 15 states at \$220,886 per week. (The original plan called for an average of \$600,000 per week).
2. This advertising will consist of the following:

<u>Media</u>	<u>State-Market</u>	<u>Cost/Wk.</u>
Spot TV/radio	<u>Calif.</u> (L.A., S.F., Fresno, San Diego, Sacramento, Bakersfield)	\$71,361
Spot TV/radio	<u>New York</u> (N.Y.C., Buffalo, Syracuse, Rochester)	51,366
Spot TV	<u>Michigan</u> (Detroit, Flint)	8,633
Spot TV	<u>Missouri</u> (St. Louis)	6,150
Spot TV	<u>Wisconsin</u> (Milwaukee)	3,450
Spot TV	<u>Illinois</u> (Chicago)	16,200
Spot TV	<u>Ohio</u> (Cleveland, Toledo)	7,939
Spot TV	<u>Texas</u> (Houston)	4,800
Spot TV	<u>Pennsylvania</u> (Philadelphia, Pittsburgh)	17,475
Spot TV	<u>Maryland</u> (Baltimore)	5,250

<u>Media</u>	<u>State-Market</u>	<u>Cost/Wk.</u>
Spot TV	<u>Minnesota</u> (Minneapolis/St. Paul)	\$5,700
Spot TV	<u>Massachusetts</u> (Boston)	10,800
Spot TV	<u>Washington</u> (Seattle, Spokane)	5,670
Spot TV	<u>Oregon</u> (Portland)	3,414
Spot TV	<u>W. Va.</u> (Charleston)	2,678
TOTAL:		<hr/> \$220,886

CONFIDENTIAL

A handwritten signature in cursive script, appearing to read "P. J. [unclear]", is written over the page.

Weekly Recap of Network TV Activity

Exhibit I

9/22/72

Element/Week of Part. (60's & 5's)	DAY					NIGHT					TOTAL						
	#	#	Net Cost			#	#	Net Cost			#	#	Net Cost				
	Ann.	GRP's	Time (\$)	Prod (\$)	Total (\$)	Ann.	GRP's	Time (\$)	Prod (\$)	Total (\$)	Ann.	GRP's	Time (\$)	Prod (\$)	Total (\$)		
9/25	2	15.0	9701	940	10641	2	38.0	23196	3479	26675	4	53.0	32897	4419	37316		
10/2	2	16.0	10485	940	11425	10	193.9	195337	17617	212954	12	209.9	205822	18557	224379		
10/9	4	27.1	14024	12545	26569	14	238.6	289164	17832	306996	18	265.7	303183	30377	333565		
10/16	4	19.6	12864	13724	26588	13	231.7	256805	20398	277203	17	251.3	269669	34122	303791		
10/23	7	50.3	30214	17492	47706	14	257.9	262378	22610	284988	21	308.2	292592	40012	332604		
10/30	8	57.4	35307	16783	52090	13	258.9	242774	23392	266166	21	316.3	278081	40175	318256		
11/6	6	39.9	26557	15843	42400	-	-	-	-	-	6	39.9	26557	15843	42400		
Total Partic.	33	225.3	139152	78267	217419	66	1,219.0	1269654	105328	1374982	99	1444.3	1408806	183595	1592401		
<u>Longer Length Units</u>																	
1/2 Hrs., Hrs. Etc.															679508	-	679508
Grand Total															2088314	183595	2271909
(Cut Wks of 9/18 & 9/25)																	(395641)
(Original Budget)																	(2,667,550)

Date: 9/22/72

WEEKLY NETWORK TV SCHEDULE

Exhibit II

Week of: 9/22/72

Revision #: 1

Date	Day	Net	Program	Approx. Time (EST)	Annet. Length	Commit. Date	Estimated Cost (Net)					Est. Rtg. (\$)	Commercial Schedules	
							Time Cost (\$)	Int'g Chgs. (\$)	Edit Chgs. (\$)	Misc Chgs. (\$)	Total Cost (\$)		Name	Comm'l. #
9/25	Mon	NBC	Mon. Movie	10:55-11PM	5-Min.	9/22	11,900	149	1,095	-	13,144	19.2		
9/26	Tues	CBS	Love of Life	11:55-12N	5-Min.	8/25	4,504	470	-	-	4,974	6.9		
9/28	Thur	CBS	Love/Splendored	3:25-3:30PM	5-Min.	8/25	5,197	470	-	-	5,667	8.1		
			Thur. Movie	10:55-11PM	5-Min.	9/21	11,296	235	2,000	-	13,531	18.8		
TOTAL DAY					2 Ann.		9,701	940	-	-	10,641	15.0		
TOTAL NIGHT					2 Ann.		23,196	384	3,095	-	26,675	38.0		
GRAND TOTAL					4 Ann.		32,897	1,324	3,095	-	37,316	53.0		

Date: 9/22/72

WEEKLY NETWORK TV SCHEDULE

Week of: 10/2/72

Revision #: 1

Date	Day	Net	Program	Approx. Time (EST)	Annot. Length	Commit. Date	Estimated Cost (Net)				Est. Rtg. (\$)	Commercial Schedules		
							Time Cost (\$)	Incl'g Chgs. (\$)	Rate Chgs. (\$)	Time Chgs. (\$)		Total Cost (\$)	Name	Comm'l.
10/2	Mon	CBS	Guiding Light	2:25-2:30PM	5-Min.	8/25	5,214	470	-	-	5,684	9.0		
10/3	Tue	NBC	Bonanza	8-9PM	60"	9/26	24,650	298	-	-	24,948	21.0		
		ABC	Marcus Welby	10:55-11PM	5 Min.	9/21	5,766	213	5,314	-	11,293	26.1		
		CBS	Tues. Movie	10:55-11PM	5 Min.	9/26	8,889	235	2,000	-	11,124	19.9		
10/4	Wed	CBS	Secret Storm	3:55-4PM	5 Min.	8/25	5,271	470	-	-	5,741	7.0		
		CBS	Cannon	10:55-11PM	5 Min.	9/27	13,152	235	2,000	-	15,387	19.1		
10/5	Thur	ABC	The Mod Squad	8-9PM	60"	9/26	30,300	300	-	-	30,600	18.6		
		NBC	Flip Wilson	8-9PM	60"	9/25	37,400	298	-	-	37,698	26.0		
10/7	Sat	ABC	Alias Smith/Jones	8:55-9PM	5 Min.	9/21	6,559	213	5,614	-	12,386	14.4		
		NBC	Emergency	8-9PM	60"	9/29	19,550	298	-	-	19,848	13.2		
		NBC	Sat. Movie	10:55-11PM	5 Min.	9/22	11,921	149	200	-	12,270	17.3		
		CBS	Mission Impossible	10-11PM	60"	9/29	37,150	250	-	-	37,400	18.3		
			TOTAL DAY		2 Ann.		10,485	940	-	-	11,425	16.0		
			TOTAL NIGHT		10 Ann.		195,337	2,489	15,128	-	212,954	193.9		
			GRAND TOTAL		12 Ann.		205,822	3,429	15,128	-	224,379	209.9		

File: 9/26/72

WEEKLY NETWORK TV SCHEDULE

Week of: 10/9/72

Revision #: 1

Date	Day	Net	Program	Approx. Time (EST)	Annot. Length	Commit. Date	Time Cost (\$)	Estimated Cost (Net)				Est. Rtg. (\$)	Commercial Schedules	
								Incr'g Chgs. (\$)	Edit Chgs. (\$)	Misc. Chgs. (\$)	Total Cost (\$)		Name	Comm'l. :
10/9	Mon.	ABC	Bewitched	11:55-12:00N	5 Min.	9/25	2,458	213	5,000	-	7,671	4.6		
		NBC	Laugh In	8:00-9:00PM	60"	9/29	25,500	298	-	-	25,798	18.9		
		CBS	Bill Cosby	10:00-11:00PM	60"	10/2	34,600	250	-	-	34,850	18.1		
10/10	Tue.	NBC	Today Show	8:55-9:00AM	5 Min.	9/26	3,974	149	1,500	-	5,623	4.2		
		NBC	The Bold Ones	9:00-10:00PM	60"	10/3	21,250	298	-	-	21,548	19.1		
10/11	Wed.	CBS	As The World Turns	1:55-2:00PM	5 Min.	8/25	5,134	470	-	-	5,604	11.7		
		ABC	Love American Style	4:25-4:30PM	5 Min.	9/27	2,458	213	5,000	-	7,671	6.6		
		NBC	Search	10:00-11:00PM	60"	10/4	22,100	298	-	-	22,398	16.2		
10/12	Thur	ABC	The Men	9:00-10:00PM	60"	10/3	30,300	300	-	-	30,600	16.4		
		CBS	Thursday Movie	10:55-11:00PM	5 Min.	10/5	11,297	235	2,000	-	13,532	19.1		
		NBC	Dean Martin	10:00-11:00PM	60"	10/2	22,950	298	-	-	23,248	17.5		
10/13	Fri.	CBS	Friday Movie	10:55-11:00PM	5 Min.	10/6	11,335	235	2,000	-	13,570	18.3		
		ABC	Love Amer. Style	10:55-11:00PM	5 Min.	9/22	5,766	213	5,000	-	10,979	17.2		
		NBC	Banyon	10:00-11PM	60"	10/6	20,400	298	-	-	20,698	14.6		
10/14	Sat.	NBC	Emergency	8:00-9:00PM	60"	10/6	19,550	298	-	-	19,848	13.2		
		ABC	Streets of San Fran	9:00-10:00PM	60"	10/5	30,300	300	-	-	30,600	15.6		
		ABC	The Sixth Sense	10:55-11:00PM	5 Min.	9/22	5,766	213	5,000	-	10,979	14.0		
10/15	Sun.	NBC	Sun. Mystery	8:30-10:00PM	60"	10/6	28,050	298	-	-	28,348	20.4		
TOTAL DAY					4 Ann.		14,024	1,045	11,500	-	26,569	27.1		
TOTAL NIGHT					14 Ann.		289,164	3,832	14,000	-	306,996	238.6		
GRAND TOTAL					18 Ann.		303,188	4,877	25,500	-	333,565	265.7		

Date: 9/22/72

WEEKLY NETWORK TV SCHEDULE

Week of: 10/16/72

Revision #: 1

Date	Day	Net	Program	Approx. Time (EST)	Annet. Length	Commit. Date	Estimated Cost (Net)				Est. Rtg. (\$)	Commercial Scheduled		
							Time Cost (\$)	Incl'g Chgs. (\$)	Edite Chgs. (\$)	Misc Chgs. (\$)		Total Cost (\$)	Name	Comm'l. :
10/16	Mon.	ABC	Love Amer. Style	4:25-4:30PM	5 Min.	10/2	2,458	213	5,000	-	7,671	6.6		
		ABC	Rookies	8 - 9PM	60"	10/6	28,034	300	-	-	28,334	15.8		
		NBC	Laugh In	8 - 9PM	60"	10/6	25,500	298	-	-	25,798	18.9		
10/17	Tue.	CBS	Hawaii 5-0	9:25-9:30PM	5 Min.	10/10	13,893	235	2,000	-	16,128	22.3		
10/18	Wed.	ABC	Bewitched	11:55-12N	5 Min.	10/4	2,458	213	5,000	-	7,671	4.6		
		NBC	Wed. Mystery	8:30-10PM	60"	10/11	27,200	298	-	-	27,498	19.1		
		CBS	Carol Burnett	8:55-9PM	5 Min.	10/11	13,819	235	2,000	-	16,054	19.2		
10/19	Thur	NBC	Today Show	8:55-9AM	5 Min.	10/5	3,974	149	1,500	-	5,623	4.2		
		NBC	Flip Wilson	8-9PM	60"	10/9	37,400	298	-	-	37,698	26.0		
		CBS	The Waltons	8:55-9PM	5 Min.	10/12	13,218	235	2,000	-	15,453	13.6		
		ABC	The Men	9:55-10PM	5 Min.	9/28	5,766	213	1,014	-	6,993	16.4		
		NBC	Dean Martin	10-11PM	60"	10/9	22,950	298	-	-	23,248	17.5		
		ABC	Owen Marshall	10:55-11PM	5 Min.	9/28	5,766	213	5,000	-	10,979	17.0		
10/20	Fri.	NBC	Today Show	8:55-9AM	5 Min.	10/6	3,974	149	1,500	-	5,623	4.2		
10/21	Sat	ABC	Alias Smith/Jones	8:55-9PM	5 Min.	9/29	6,559	213	5,000	-	11,772	14.4		
		NBC	Emergency	8 - 9PM	60"	10/13	19,550	298	-	-	19,848	13.2		
		CBS	Mission Impossible	10-11PM	60"	10/13	37,150	250	-	-	37,400	18.3		
TOTAL DAY					4 Ann.		12,864	724	13,000	-	26,588	19.6		
TOTAL NIGHT					13 Ann.		256,805	3,384	17,014	-	277,203	231.7		
GRAND TOTAL					17 Ann.		269,669	4,108	30,014	-	303,791	251.3		

Date: 9/22/72

WEEKLY NETWORK TV SCHEDULE

Week of: 10/23/72

Revision #: 1

Date	Day	Net	Program	Approx. Time (EST)	Annot. Length	Commit. Date	Estimated Cost (Net)					Est. Rtg. (%)	Commercial Scheduled	
							Time Cost (\$)	Int'g Chgs. (\$)	Edit Chgs. (\$)	Misc Chgs. (\$)	Total Cost (\$)		Name	Comm'l. #
10/23	Mon.	NBC	Today Show	8:55-9AM	5-Min.	10/9	3,974	149	1,500	-	5,623	4.2		
		NBC	Monday Movie	10:55-11PM	5-Min.	10/9	11,921	149	-	-	12,070	18.9		
10/24	Tue.	NBC	Hollywood Squares	11:55-12N	5-Min.	10/10	3,974	149	1,500	-	5,623	7.1		
		ABC	Bewitched	11:55-12N	5-Min.	10/10	2,458	213	5,000	-	7,671	4.6		
		NBC	The Bold Ones	9:00-10PM	60"	10/17	21,250	298	-	-	21,548	19.1		
10/25	Wed.	NBC	Days of Our Lives	2:25-2:30PM	5-Min.	10/11	6,078	149	1,500	-	7,727	9.4		
		NBC	Wednesday Mystery	8:30-10PM	60"	10/18	27,200	298	-	-	27,498	19.1		
		ABC	Julie Andrews	10:00-11PM	60"	10/16	34,921	213	-	-	35,134	16.8		
		CBS	Medical Center	9:55-10PM	5-Min.	10/18	13,182	235	2,000	-	15,417	21.2		
10/26	Thu.	NBC	Return Peyton Pl.	3:55-4PM	5-Min.	10/12	6,078	149	1,500	-	7,727	6.7		
		ABC	Love Amer. Style	4:25-4:30PM	5-Min.	10/12	2,458	213	5,000	-	7,671	6.6		
		ABC	Mod Squad	8:00-9PM	60"	10/17	30,300	300	-	-	30,600	18.6		
		NBC	Ironside	9:00-10PM	60"	10/19	31,450	298	-	-	31,748	23.9		
		ABC	Owen Marshall	10:55-11PM	5-Min.	10/5	5,766	213	5,000	-	10,979	17.0		
10/27	Fri.	CBS	As The World Turns	1:55-2PM	5-Min.	8/25	5,194	470	-	-	5,664	11.7		
		NBC	Ghost Story	9:00-10PM	60"	10/20	22,950	298	-	-	23,248	15.9		
		ABC	Love Amer. Style	10:55-11PM	5-Min.	10/6	5,766	213	5,000	-	10,979	17.2		
10/28	Sat.	ABC	The Sixth Sense	10:55-11PM	5-Min.	10/6	5,766	213	5,000	-	10,979	14.0		
		CBS	Mission Impossible	10:55-11PM	5-Min.	10/20	13,635	235	2,000	-	15,870	18.3		
		NBC	Saturday Movie	10:55-11PM	5-Min.	10/13	11,921	149	200	-	12,270	17.3		
10/29	Sun.	NBC	Wonderful Wld/Color	7:30-8:30PM	60"	10/20	26,350	298	-	26,648	20.6			
					TOTAL DAY	7 Ann.	30,214	1,492	16,000	-	47,706	50.3		
					TOTAL NIGHT	14 Ann.	262,378	3,410	19,200	-	284,988	257.9		
					GRAND TOTAL	21 Ann.	292,592	4,902	35,200	-	332,694	308.2		

Date: 9/22/72

WEEKLY NETWORK TV SCHEDULE

Order # 10/30/72

Division #: 1

Date	Day	Net	Program	Approx. Time (EST)	Annet. Length	Commit. Date	Estimated Cost (Net)					Est. Rtg. (\$)	Commercial Scheduled	
							Time Cost (\$)	Int'g Chgs. (\$)	Edit Chgs. (\$)	Misc Chgs. (\$)	Total Cost (\$)		Name	Comm'l. #
10/30	Mon	ABC	Love Amer. Style	4:25-4:30PM	5-Min.	10/16	2,458	213	5,000	-	7,671	6.6		
		CBS	Gunsmoke	8:55-9PM	5-Min.	10/23	13,926	235	2,000	-	16,161	23.3		
		CBS	Bill Cosby	10:55-11PM	5-Min.	10/23	12,754	235	2,000	-	14,989	18.1		
10/31	Tue.	CBS	Love/Splendored	3:25-3:30PM	5-Min.	8/25	5,613	470	-	-	6,083	8.1		
		NBC	Bonanza	8-9PM	60"	10/24	24,650	298	-	-	24,948	21.0		
		ABC	Marcus Welby	10:55-11PM	5-Min.	10/10	5,766	213	5,000	-	10,979	26.1		
11/1	Wed	NBC	Hollywood Squares	11:55-12N	5-Min.	10/17	3,974	149	1,500	-	5,623	7.1		
		CBS	Guiding Light	2:25-2:30PM	5-Min.	8/25	5,511	470	-	-	5,981	9.0		
		CBS	Cannon	10-11PM	60"	10/25	42,250	250	-	-	42,500	19.1		
11/2	Thur	CBS	Search for Tmw.	12:55-1PM	5-Min.	8/25	5,241	470	-	-	5,711	8.4		
		ABC	Bewitched	11:55-12N	5-Min.	10/19	2,458	213	5,000	-	7,671	4.6		
		NBC	Flip Wilson	8-9PM	60"	10/23	37,400	298	-	-	37,698	26.0		
		CBS	Thurs. Movie	10:55-11PM	5-Min.	10/26	11,297	235	2,000	-	13,532	19.1		
11/3	Fri	NBC	Today Show	8:55-9AM	5-Min.	10/20	3,974	149	1,500	-	5,623	4.2		
		NBC	Days of Our Lives	2:25-2:30PM	5-Min.	10/20	6,078	149	1,500	-	7,727	9.4		
		ABC	Alias Smith/Jones	8:55-9PM	5-Min.	10/13	6,559	213	5,000	-	11,772	14.4		
		CBS	Sonny & Cher	8:55-9PM	5-Min.	10/27	13,750	235	2,000	-	15,985	16.4		
		NBC	Ghost Story	9-10PM	60"	10/24	22,950	298	-	-	23,248	15.9		
11/4	Sat	NBC	Sat. Movie	10:55-11PM	5-Min.	10/20	11,921	149	200	-	12,270	17.3		
11/5	Sun	NBC	Wond. World/Color	7:30-8:30PM	60"	10/27	26,350	298	-	-	26,648	20.6		
		CBS	Mannix	10:25-10:30PM	5-Min.	10/27	13,201	235	2,000	-	15,436	21.6		
TOTAL DAY					8 Ann.		35,307	2,283	14,500	-	52,090	57.4		
TOTAL NIGHT					13 Ann.		242,774	3,192	20,200	-	266,166	258.9		
GRAND TOTAL					21 Ann.		278,081	5,475	34,700	-	318,256	316.3		

Date: 9/22/72

WEEKLY NETWORK TV SCHEDULE

Week of: 11/6/72

Division #: 1

Date	Day	Net	Program	Approx. Time (EST)	Annct. Length	Commit. Date	Estimated Cost (Net)				Est. Rtg. (\$)	
							Time Cost (\$)	Int'g Chgs. (\$)	PRRT Chgs. (\$)	Misc Chgs. (\$)		Total Cost (\$)
11/6	Mon	NBC	Today Show	8:55-9AM	5-Min.	10/23	3,974	149	1,500	-	5,623	4.2
		ABC	Bewitched	11:55-12N	5-Min.	10/23	2,458	213	5,000	-	7,671	4.6
		NBC	Days of Our Lives	2:25-2:30PM	5-Min.	10/23	6,078	149	1,500	-	7,727	9.4
		CBS	Edge of Night	2:55-3PM	5-Min.	8/25	5,511	470	-	-	5,981	8.4
		NBC	Return Payton Pl.	3:55-4PM	5-Min.	10/23	6,078	149	1,500	-	7,727	6.7
		ABC	Love Amer. Style	4:25-4:30PM	5-Min.	10/23	2,458	213	5,000	-	7,671	6.6
				TOTAL DAY	6 Ann.		26,557	1,343	14,500	-	42,400	39.9
				TOTAL NIGHT	-		-	-	-	-	-	-
				GRAND TOTAL	6 Ann.		26,557	1,343	14,500	-	42,400	39.9

Commercial Schedules

Name Comm'l. #

WEEKLY TIMETABLE FOR NETWORK APPROVAL

Exhibit III
(Pg. 1 of 3)
9/22/72

FIRM WEEKLY DOLLAR COMMITMENTS

Date Approval Rec'd. (\$ Amt)	ABC			CBS			NBC							
	Date/Program/Length	Day	Night	Day	Night	Total	Date/Program/Length	Day	Night	Total				
		(\$)	(\$)	(\$)	(\$)	(\$)		(\$)	(\$)	(\$)				
9/20/72							9/26 Life "5"	4974	-	4974	9/25 Movie "5"	-	13144	13144
							9/28 Spl'dor "5"	5667	-	5667				
							9/28 Movie "5"	-	13531	13531				
							10/2 Guiding "5"	5684	-	5684				
							10/4 Storm "5"	5741	-	5741				
							10/11 World "5"	5604	-	5604				
							10/27 World "5"	5664	-	5664				
							10/31 Spl'dor "5"	6083	-	6083				
							11/1 Guiding "5"	5981	-	5981				
							11/2 Search "5"	5711	-	5711				
							11/6 Edge "5"	5981	-	5981				
83,765							Total	57,090	13,531	70,621	Total	-	13,144	13,144
9/22/72	10/3 Welby "5"	-	11293	11293	10/3 Movie "5"	-	11124	11124	10/3 Bonanza "60"	-	24948	24948		
	10/5 Mod Sqd. "60"	-	30600	30600	10/4 Cannon "5"	-	15387	15387	10/5 Flip "60"	-	37698	37698		
	10/7 Alias "5"	-	12386	12386	10/7 Mission "60"	-	37400	37400	10/7 Emgcy. "5"	-	19848	19848		
	10/9 Bewtch'd "5"	7671	-	7671					10/7 Movie "5"	-	12270	12270		
	10/11 Lv. Amer. "5"	7671	-	7671					10/9 Lgh-In "60"	-	25798	25798		
	10/13 Lv. Amer. "5"	-	10979	10979					10/10 Today "5"	5623	-	5623		
	10/14 Sense "5"	-	10979	10979										
	10/19 Men "5"	-	6993	6993										
	10/19 Marshall "5"	-	10979	10979										
	10/20 Alias "5"	-	11772	11772										
311,419	Total	15,342	105,981	121,323	Total	-	63,911	63,911	Total	5,623	120,562	126,185		

WEEKLY TIMETABLE FOR NETWORK APPROVAL

Exhibit III
(Pg. 2 of 3)
9/22/72

FIRM WEEKLY DOLLAR COMMITMENTS

Date Approval Req'd. (\$ Amt)	ABC			CBS			NBC					
	Date/Program/Length	Day	Night	Total	Date/Program/Length	Day	Night	Total	Date/Program/Length	Day	Night	Total
		(\$)	(\$)	(\$)		(\$)	(\$)	(\$)		(\$)	(\$)	(\$)
9/29	10/12 Men "60"	-	30600	30600	10/9 Cosby "60"	-	34850	34850	10/10 Bold "60"	-	21548	21548
	10/14 Streets "60"	-	30600	30600	10/12 Movie "5"	-	13532	13532	10/11 Search "60"	-	22398	22398
	10/16 Love "5" 7671	-	-	7671	10/13 Movie "5"	-	13570	13570	10/12 Martin "60"	-	23248	23248
	10/16 Rookies "60"	-	28334	28334					10/13 Banyon "60"	-	20698	20698
	10/18 Bewtchd "5" 7671	-	-	7671					10/14 Emerg. "60"	-	19848	19848
	10/26 Marshall "5"	-	10979	10979					10/15 Sun. Mys. "60"	-	23348	23348
	10/27 Love "5"	-	10979	10979					10/16 Lgh. In "60"	-	25798	25798
	10/28 Sense "5"	-	10979	10979					10/19 Today "5" 5623	-	-	5623
									10/20 Today "5" 5623	-	-	5623
<u>372,397</u>	Total	15,342	122,471	137,813	Total	-	61,952	61,952	Total	11,246	161,886	173,132
10/6	10/24 Bewtchd "5" 7671	-	-	7671	10/17 Hawaii "5"	-	16128	16128	10/18 Wed Mys. "60"	-	27498	27498
	10/26 Love "5" 7671	-	-	7671	10/18 Burnett "5"	-	16054	16054	10/19 Flip "60"	-	37532	37532
	10/31 Welby "5"	-	10979	10979	10/19 Waltons "5"	-	15453	15453	10/19 Martin "60"	-	23248	23248
	11/3 Alias "5"	-	11772	11772	10/21 Mission "60"	-	37400	37400	10/21 Emerg. "60"	-	19848	19848
									10/23 Today "5" 5623	-	-	5623
									10/23 Movie "5"	-	12070	12070
									10/24 Squares "5" 5623	-	-	5623
									10/25 Days "5" 7727	-	-	7727
									10/26 Peyton "5" 7727	-	-	7727
									10/28 Movie "5"	-	12270	12270
<u>182,460</u>	Total	15,342	22,751	38,093	Total	-	85,035	85,035	Total	26,700	132,632	159,332

Democrats for Nixon

JFP Agency
 wk. of 9/25 schedule

Beckley-Oak Hill	WOAY	New York	WCBS WABC WNEW WOR WPIX
Blusfield	WHIS		
Charleston-Hunt.	WSAE WCHS WHTN	Parkersburg	WTAP
Chicago	WBEM WLS WMAQ	Philadelphia	KYW WPVI WCAU
Clarksburg	WBOY	Portland	KGW KATU KFTV
Cleveland	WENR WJW WNYC	St. Louis	KSD KMOX KPIR
Columbia-Jeff. C.	KRCG KOFU	San Francisco	KRON KVVU KPIX
Corpus Christi	KRIS KZTZ	Seattle	KING KOMO KIRO
Detroit	WJL WJBK	Spokane	KREM KXLY KXQ
Eugene	KVAL	Springfield, Mo.	KYTV
Houston	KPRC KPRK KXOU	Yakima	KAPP KIMA
Joplin	KODE KQAM	Wheeling	WTRF
Kansas City	WDAF KCMO		
Madison	WISC	Dayton	WHIO WKEF WLND
Milwaukee	WISN WITI WISN		
Minneapolis	WCCO WTCN WSTP		

San Francisco Chronicle Examiner
Oakland Tribune
San Jose Mercury News
Napa Register
Santa Rosa Press Democrat
San Rafael Independent Journal

New York Times
" " Post
" " News
UNYT - Long Is. Press
Staten Is. Advance
Jersey City Journal
Newark Star Ledger
Long Is. Newsday
Westchester-Rockland Group
Poughkeepsie Journal
Middletown Times / Herald
Kingston Freeman

Atlantic City Press
Camden Courier Post
Trenton Times/News Advertiser
" Trentonian
Woodbury Times
Vineland Times
Hackensack Record
Morristown-Ferdinand Record
Asbury Park Press
New Brunswick Home News
Paterson-Clifton-Passaic Group
- Dover Advance
- Passaic-Clifton Herald News

Philadelphia Bulletin
" Enquirer
Reading Eagle Times
Luzerne-Berks Group
- Berks County-Hazleton Intelligencer
- Berks County-Courier Times
- Wilkes-Barre-Burlington Co. Times
- Quakertown Press Press
West Chester local News
Stroudsburg-P. S. Record
Hartford Standard Spectator
Allentown Call Chronicle
Greensburg Tribune review

Cleveland Press
" Plain Dealer
Ashtabula Star Beacon
Lorain Journal
Akron Beacon Journal
Dover-N. Philadelphia Times Reporter
Wooster Record
Canton Repository
Mansfield News Journal
Youngstown Vindicator

Chicago Tribune
" Today
" Sun-Times
" Daily News

Detroit News
" Free Press
Pontiac Oakland Press
Royal Oak Tribune

Milwaukee Journal Sentinel
Madison Capital Times State Journal
Racine Journal Times Bulletin
Sheboygan Press

St. Louis Post Dispatch
" " Globe Democrat
Kansas City Star Times
Columbia Tribune
Jefferson City Capital News/Post Tribune
Sedalia Capital Democrat
Joplin Globe
Kirksville Express and News
St. Joseph News Press Gazette
Springfield News Leader Press

Houston Chronicle
" Post

Corpus Christi Times Caller
Dallas News
" Times Herald
Ft. Worth Star Telegram
San Antonio Light
" " Express News

Portland Oregonian Oregon Journal
" Journal of Commerce
Salem Oregon Statesman Capital Journal
Albany Democrat Herald
Eugene Register Guard
Roseburg News Review

Seattle Times
" Post Intelligencer
Tacoma News Tribune
Everett Herald
Olympia Olympian
Bremertown Sun
Spokane Chronicle Review
Wenatchee World
Bellingham Herald
Yakima Herald Republic
Walla Walla Union Bulletin

Charleston Gazette Mail
Huntington Herald Dispatch
Parkersburg News Sentinel
Logan Banner
Beckley Post Herald
Bluefield Telegram
Clarksburg Exponent Telegram
Elkins Inter-Mountain
Grafton Sentinel
Wheeling Intelligencer News Register

Minneapolis Star Tribune
St. Paul Dispatch Pioneer Press
St. Cloud-Little Falls Times and Transcript
Red Wing Eagle
Fairbault News
New Ulm Journal
Willmar Tribune
Waseca Journal
Duluth Herald News Tribune
Mankato-Cwatonna Free Press and Peoples Pr.
Rochester Post Bulletin

9/26

September 23, 1972

MEMORANDUM FOR : GORDON STRACHAN
FROM : L. HIGBY

TH

We need to get a better feel of what the long-range media plan is that is being developed at 1701. It's my understanding that we are planning to run the two documentaries on RN in the next week or two. Bob does not want them to be run, but he was not aware that we were planning this until Dwight mentioned it. Let's get the media plan for the balance of the campaign and then we can update it as we go along. Let's not be caught in another situation like we were on the Connally 5 minute slot. Let's know what's being planned, when that plan is changed what's being decided, etc. This is something that Haldeman can't just be informed of after an accomplished fact. It's something that he must be a part of in the decision making.

LH:pm

October 2, 1972

MEMORANDUM FOR: H. R. HALDEMAN
 FROM: GORDON STRACHAN
 SUBJECT: TV One-Half Hour
October 4

MacGregor and Colson indicated before the 10:00 a.m. Political Meeting that they were going to argue for keeping the one-half hour Connally was scheduled to use and put "The Nixon Years - Change Without Chaos" on instead. The cost would be \$36,000. Dailey is still trying to find out how much it would cost to drop the spot.

If the decision was reached to run "The Nixon Years," I have the finished 30 minute version in my office. Dailey proposes to merely drop the Russia/Tanya section - a total of 1:40 seconds.

Who will inform Dailey of the decision on retaining or dropping the one-half hour?

_____ MacGregor
 _____ Chapin
 _____ Strachan
 _____ Other

GS:car

September 30, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

The final Gallup figures for release Sunday, October 1, are 61-33-6, based on the September 23-24 interviews. The wire to the newspapers will be sent in about one hour.

GSEcar