

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>
46	40	9/9/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Higby RE: attacking McGovern's campaign spending. Handwritten note added by unknown. 1 pg.
46	40	8/25/1972	<input type="checkbox"/>	Campaign	Report	From Strachan to Dailey RE: changes to televised advertisements. Handwritten notes added by unknown. Unmarked duplicate attached. 2 pgs.

THE WHITE HOUSE
WASHINGTON

Date: 9/9/72

TO: LARRY HIGBY
FROM: GORDON STRACHAN

Colson wants a copy of the
McGovern buys so the cost can
be exaggerated into an attack on
McGovern as a slick media candidate. *ok*

OK to give him the Karalekas part?

*Just give him what
we need to
do his attack
is done*

[Item N-1]

ADMINISTRATIVELY CONFIDENTIAL

August 25, 1972

MEMORANDUM FOR: PETER DAILEY
FROM: GORDON STRACHAN
SUBJECT: Changes in Advertising

Pursuant to our conversation, the changes in the scripts of the TV spots should be as follows:

1) On the Youth spot "we should tone it down because no thinking person would go along with this statement as it stands." Basically, he's worried about the last phrase:

"no Americal fighting anywhere in the world in this century and succeeding centuries."

2) China -- The audio should read, "China is one of the most populous countries in the world". The word powerful should not be used.

3) Other comments on the Domestic spots included the following:

(a) The 60-seconds are OK, except for the SST.

(b) There is some concern about spending a full five minutes on the Environment. Similarly, concern was expressed regarding spending five minutes on Older Americans.

We realize that certain liberties were taken with the truth. I will check regarding the two points, i.e. hydrocarbon and Medidare.

GS/jb
FU - 8/30

9/5 - all changes made
per Dailey
JM's only comment
drop DOT

06
ADMINISTRATIVELY CONFIDENTIAL

August 25, 1972

H
FU
8/29

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PETER DAILEY

FROM:

GORDON STRACHAN

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[5-5-4 meP]