

Richard Nixon Presidential Library
White House Special Files Collection
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
33	11	n.d.	Other Document	Weekly News Coverage Summary October 21-25.
33	11	10/28/1968	Other Document	Evening TV Coverage on CBS, NBC, and ABC. 2 pages
33	11	10/29/1968	Other Document	Evening TV Coverage on CBS, NBC, and ABC.
33	11	11/01/1968	Other Document	Evening TV Coverage on CBS, NBC, and ABC.
33	11	10/21/1968	Other Document	Evening TV Coverage on CBS, NBC, and ABC.
33	11	10/15/1968	Other Document	Evening TV Coverage on CBS, NBC, and ABC.

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33	11	1968	Memo	To: Larry Higby. Re: TV Evening News Coverage Analysis October 7-11, 1968.
33	11	10/14/1968	Other Document	Evening TV Coverage on CBS, NBC, and ABC.
33	11	10/17/1968	Other Document	Evening TV Coverage on CBS, NBC, and ABC.
33	11	10/21/1968	Memo	TV Evening News Summary of October 14-18.
33	11	10/23/1968	Other Document	Evening TV Coverage on CBS, NBC, and ABC.
33	11	10/22/1968	Other Document	Evening TV Coverage on CBS, NBC, and ABC.
33	11	10/10/1968	Other Document	Evening TV Coverage on CBS, NBC, and ABC.

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33	11	09/30/1968	Other Document	Evening TV Coverage on CBS, NBC, and ABC.
33	11	10/01/1968	Other Document	Evening TV Coverage on CBS, NBC, and ABC.
33	11	10/03/1968	Other Document	Evening TV Coverage on CBS, NBC, and ABC.
33	11	n.d.	Other Document	Evening TV Coverage on CBS, NBC, and ABC.
33	11	1968	Memo	Summary of TV News Coverage 9/30-10/04.
33	11	09/26/1968	Other Document	Evening TV Coverage on CBS, NBC, and ABC. 2 pages.
33	11	11/04/1968	Memo	To: Bob Haldeman. From: Jack Carley. Re: Daily Report. 2 pages.

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33	11	10/26/1968	Memo	To: Bob Haldeman. From: Jack Carley. Re: Daily Report. 2 pages.
33	11	10/25/1968	Memo	To: Bob Haldeman. From: Jack Carley. Re: Daily Report. 13 pages.
33	11	10/28/1968	Memo	To: Bob Haldeman. From: Jack Carley. Re: Daily Report. 2 pages.
33	11	10/29/1968	Memo	To: Bob Haldeman. From: Jack Carley. Re: Daily Report.
33	11	10/28/1968	Memo	To: Haldeman. From: Higby. Re: Summation of Daily Reports (October 25, 26, 28). 2 pages.
33	11	10/31/1968	Memo	To: Bob Haldeman. From: Jack Carley. Re: Daily Report. 3 pages.
33	11	11/01/1968	Memo	To: Bob Haldeman. From: Jack Carley. Re: Daily Report. 2 pages.

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33	11	10/23/1968	Memo	To: Bob Haldeman. From: Jack Carley. Re: Daily Report. 2 pages.
33	11	10/24/1968	Memo	To: Bob Haldeman. From: Jack Carley. Re: Daily Report. 15 pages.
33	11	09/20/1968	Memo	Friday News Summary.
33	11	09/12/1968	Memo	Thursday News Summary
33	11	09/13/1968	Memo	To: RN. From: Buchanan. Re:Hubert is getting personal.

WEEKLY NEWS COVERAGE SUMMARY -- OCTOBER 21 - OCTOBER 25.

Hayden

	OCT. 21	OCT 22	OCT 23	OCT 24	OCT 25	TOTALS
	(NBC / CBS)					
NIXON	1:00/1:40	3:00/3:25	0:15/3:45	3:00/5:00	3:30/2:10	10:45/16:00
HHH	2:00/3:20	0:15/3:20	2:00/4:20	0/2:30	3:00/4:00	7:15/17:30
WALL.	0/1:20	0:15/2:10	2:30/3:00	0:15/1:50	2:30/3:40	5:30/12:00
AGNW	0/0	0/0	0:15/0	0:15/0	0/0	0:30/0
MUSKE	0/0	0/0	3:00/0	0/0	0:15/0	3:15/0
LEMAY	2:00/2:00	0/0:15	0/0:30	3:00/0	0/0	5:00/2:45

THE WEEK'S COVERAGE WAS HIGHLIGHTED BY CBS' JUXTAPOSING FILM OF THE THREE CANDIDATES ON VARIOUS ISSUES, THUS PROVIDING WHAT WALTER CRONKITE CALLED "A POOR SUBSTITUTE" OF A DEBATE. (THIS ALSO EXPLAINS CBS' INFLATED TIME SPENT ON POLITICAL COVERAGE THIS WEEK.) THE QUESTIONS WERE ON LAW AND ORDER, MONDAY; THE CITIES, TUESDAY; VIETNAM, WEDNESDAY; NATIONAL SECURITY (THE DROPT AND NON-PROLIFERATION TREATY), THURSDAY; AND ECONOMICS (COST OF LIVING AND INCOME TAX SURCHARGE), FRIDAY.

ON BALANCE, RN GOT SLIGHTLY MORE COVERAGE THAN HUMPHREY ON NBC DURING THE WEEK, SLIGHTLY LESS ON CBS. THE VICE PRESIDENTIAL CANDIDATES TAPERED OFF DURING THE WEEK, ALTHOUGH BOTH CBS AND NBC ON MONDAY USED LEMAY'S STATEMENTS ON A BOMBING HALT EARLY IN THEIR NEWSCASTS.

ALL DURING THE WEEK THE PARIS PEACE TALKS AND A POSSIBLE BOMBING HALT DOMINATED THE TELECASTS IN ONE WAY OR ANOTHER. ON WEDNESDAY BOTH NETWORKS HAD SPECULATIVE STORIES ON THE POSSIBILITY OF PROGRESS IN THE PARIS PEACE TALKS, WITHOUT TYING THIS INTO THE CAMPAIGN. ON THURSDAY BOTH NETWORKS LED WITH EXTENSIVE COVERAGE OF LBJ'S NEWS CONFERENCE AND HIS DENIAL OF ANY BREAKTHROUGH. ON FRIDAY, THE FLAP BETWEEN RN AND HHH OVER THIS BROKE INTO THE OPEN. BOTH NBC AND CBS USED AS THEIR FIRST ITEMS RN'S LEARNING TOP ADMINISTRATION OFFICIALS HAVE BEEN DRIVING HARD FOR A BOMBING HALT IN THE NEAR FUTURE, AND FOLLOWED WITH HHH'S CHARGE THAT RN IS PLAYING POLITICS WITH NATIONAL SECURITY AND IS BEING IRRESPONSIBLE. BOTH NETWORKS ALSO HAD AT THE SAME TIME CLARK CLIFFORD'S DENIAL OF A MISSILE GAP, AND CBS USED LARRY O'BRIEN STATEMENT THAT RN OF OLD HAS EMERGED.

THESE STORIES GOT THE BEST COVERAGE DURING THE WEEK:

NIXON

TUESDAY--WHISTLESTOP THROUGH OHIO
 THURSDAY--WHISTLESTOP THROUGH PENNSYLVANIA
 FRIDAY--POSSIBLE CEASE-FIRE AND SECURITY GAP

HUMPHREY

MONDAY--NEW YORK ROLLY
 TUESDAY--BETTER RECEPTION IN TEXAS
 FRIDAY--REPLY TO RN ON SECURITY GAP

NBC'S JACK PERKINS MADE FAVORABLE COMMENTARIES ALL WEEK ON HUMPHREY. IN MONDAY COMMENTARY HE SAID HHH'S STRATEGY NOW WAS TO COME ON STRONG "AND THEY HAVE SOME REASON FOR HOPE." ON WEDNESDAY PERKINS SAID THAT THINGS "ARE GOING RIGHT IN TEXAS...CROWDS ARE GROWING, MONEY IS COMING IN, AND THE CANDIDATE IS RECHARGED."

HERB KAPLOW OF NBC HAD SEVERAL LONG, ANALYTICAL ITEMS ON RN, SOMEWHAT DISPASSIONATE IN NATURE. COMMENTATOR SAID WEDNESDAY THAT DIFFERENCE BETWEEN RN IN 1960 AND 1968 IS THAT THIS YEAR HE IS AHEAD, GIVING MORE TIME FOR THOUGHT. KAPLOW HAD SPECIAL REPORTS ON THURSDAY AND FRIDAY, INTERVIEWING ELLSWORTH ON THURSDAY AND FRANK SHAKESPEARE ON FRIDAY.

END....THAT IS ALL FOR TONIGHT...GA OR END...

MANY TKS. END.N

OCTOBER 28, 1968 EVENING TV COVERAGE CBS

Haldeman

LEAD STORY WAS ON THE SPOT COVERAGE OF 50TH ANNIVERSARY OF THE FOUNDING OF THE CZECH REPUBLIC SHOT IN PRAGUE.

FIRST POLITICAL STORY WAS AT 6:34 OR DAVID SCHUMACHER THAT MCCARTHY TO ENDORSE HUMPHREY, ALTHOUGH NOT TOO ENTHUSIASTICALLY. THERE IS A FEELING THAT RN'S CALL LAST WEEK FOR A HIKE IN DEFENSE SPENDING WAS A FACTOR IN MCCARTHY'S DECISION. SCHUMACHER SPECULATED MCCARTHY MAY LATER RESIGN FROM THE SENATE AND DEMOCRAT PARTY IN A DRAMATIC GESTURE AS FIRST STEP TOWARD BUILDING A THIRD FORCE.

CBS POLL SHOWS NIXON SCORING A SLIGHT GAIN IN ELECTORAL VOTES THIS PAST WEEK EVEN THOUGH HUMPHREY HAS PICKED UP IN POPULAR VOTES. CBS GIVES NIXON 28 STATES WITH 270 ELECTORAL VOTES, A GAIN OF 14 OVER LAST WEEK BY CHANGING OHIO FROM "TOSS-UP" TO NIXON, AND WEST VIRGINIA FROM NIXON TO "TOSS-UP."

AT 6:37 NIXON WAS SHOWN ON A 50 SEC FILM CLIP BEING GREETED IN NEW YORK BY ROCKY AND LATER DELIVERING SPEECH BACKING TEACHERS ("IT'S TIME WE RECOGNIZE TEACHERS RENDER US A SERVICE. . .") BILL PLANT COMMENTED NIXON STRIVING FOR A MANDATE TO GOVERN, AND THIS MANDATE COULD COME ONLY FROM HUMPHREY AND WALLACE SUPPORTERS, SO IN FINAL DAYS OF CAMPAIGN SPECIAL APPEALS WOULD BE MADE TO THESE GROUPS.

HUMPHREY GOT 1:45 COVERAGE IN OHIO APPEALING TO YOUTH TO GO OUT AND WORK FOR TICKET. "REMINDE OLDESTERS THAT NIXON OPPOSED MEDICARE, REMIND WORKING PEOPLE THAT. . . ETC. THINK WE'RE GOING TO WIN? WANT TO WIN? GONNA HELP ME WIN? SOCK IT TO 'EM//"

CRONKITE GAVE 20 SEC TO LEMAY'S CALL FOR HOT PURSUIT IN LAOS AND CAMBODIA.

JOHN HART NARRATED 7 MIN SPECIAL REPORT ON NIXON AIRBORNE STAFF WITH CLIPS AND SHORT INTERVIEWS OF SNEED, CHAPIN, ZIEGLER, BUCHANAN ET. AL., SPECULATING MANY OF THEM WOULD PROBABLY BE WHITE HOUSE STAFFERS, NIXON QUOTED AS SAYING HE WOULD HAVE THE YOUNGEST WHITE HOUSE STAFF IN HISTORY. MITCHELL, KLEIN, AND MCWHORTER INTERVIEWED ON ORDERLY PLANNING AND EXECUTION OF THE CAMPAIGN IN CONTRAST TO 1960. IMPRESSION PROJECTED WAS ONE OF YOUTHFUL PASSIONLESS, PROFESSIONAL LOYALISTS STRIVING AND AWAITING FOR A PROGRAMMED VICTORY BY EMPLOYING ALL THE TECHNIQUES OF MODERN MERCHANDISING.

ERIC SEVAREID CONCLUDED WITH 2 MIN. ANALYSIS OF WHY LBJ HAS SUDDENLY DECIDED TO GET INTO THE POLITICAL FRAY. HE CLAIMS TWO RECENT STATEMENTS BY NIXON BROUGHT THE "HONEYMOON" BETWEEN THE TWO TO AN END: (1) NIXON'S URGING A STEP-UP IN OUR NUCLEAR ARSENAL AT THE TIME HE IS TRYING TO ARRANGE A VIET CEASE-FIRE WITH THE RUSSIANS; (2) NIXON'S ALLEGING THAT JOHNSONIAN LIEUTENANTS ARE CONSPIRING BEHIND HIS BACK TO ARRANGE A PHONEY PEACE.

NBC

LEAD STORY: PRESIDENTIAL CAMPAIGN IN FEVERISH LAST WEEK. HUMPHREY AND NIXON CONCENTRATING ON MAJOR STATES.

NIXON: HERB KAPLOW FILM CLIP WITH NIXON IN ALBANY, N Y 3 MIN. RN DISPUTED HHH IS WINNING IN N Y. COMMENTARY BY KAPLOW THAT N Y REPUBLICANS ARE WORRIED THOUGH. ESCALATED ATTACKS ON HHH. "YOU'RE VOTING A NEW TEAM." "GIVE US THE MANDATE FOR CHANGE. . . AND WE WILL SHOW YOU." "THEY (DEMOCRATS) ARE GOING TO ATTACK BECAUSE THEY'RE AFRAID THEY ARE GOING TO LOSE."

HUMPHREY: JACK PERKINS REPORTS WITH HUMPHREY CAMP IN CANTON, OHIO, 2 MINS. SHOWS HHH WITH OLYMPIC GOLD MEDAL WINNER RONNIE HARRIS. HHH IS SLIGHTLY AHEAD IN OHIO. HHH SAYS THAT HE'S GOING TO GIVE THE GOP THE BIGGEST DEFEAT SINCE HARRY TRUMAN.

LEMAY: 45 SECS., COMMENTARY AND FILM, IN DES MOINES, IOWA. SAYS U.S. TROOPS SHOULD PURSUE ENEMY INTO CAMBODIA AND LAOS IF THESE COUNTRIES ARE GIVING THEM SANCTUARY. CRITICIZED CLIFFORD FOR RELEASING FIGURES OF U.S. NUCLEAR CAPABILITY, ETC.

WALLACE: 15 SECS., COMMENTARY ONLY, THAT HE WAS IN HANNIBAL, MISSOURI AND A BROOKWOOD THROWN AT HIM, BUT MISSED.

POLLS: 3 MIN. SPECIAL WITH JOHN CHANCELLOR ON POLLS. NIXON AIDES HAVE CHARGED THAT THE HARRIS POLL IS BEING UNFAIR IN THE ONES IT RELEASES. CHANCELLOR SHOWED BOTH THE HARRIS AND GALLUP POLL AND GAVE QUOTES FROM INTERVIEW WITH GEORGE GALLUP. "MOST UNUSUAL YEAR HE'S EVER SEEN." "SHIFTING OF VOTES MORE THAN EVER BEFORE IN HIS 30 YEARS' EXPERIENCE." CHANCELLOR POINTS OUT THAT POLLSERS ARE BEING PINNED TO THE WALL THIS YEAR, BECAUSE OF THE UNCERTAINTY OF THE FINAL OUTCOME. BOTH POLLS ARE WITHIN THE ERROR LIMIT OF 3-4% WHICH HE DEMONSTRATED. SANDER VANOCUR GAVE A SPECIAL 6 MIN. REPORT ON CAMPAIGN IN IOWA FOR SENATE. DEMOCRAT HAROLD HUGHES HAS A HARD BATTLE BECAUSE OF NIXON COATTAILS AND GOP TREND IN STATE. VIETNAM MAJOR ISSUE BETWEEN HAWKISH REPUBLICAN DAVE STANLEY AND THE DOVISH HUGHES.

ABC:

(HOWARD K SMITH FOR FRANK REYNOLDS)

LEAD STORY: VIETNAM

LBJ -- IN POLITICS NOW, REMAINED SILENT ALL THIS TIME, BECAUSE HE WAS A LIABILITY TO HHH. HIS POPULARITY HAS CHANGED FOR GOOD AND HHH HAS SENSED THIS . . . THUS HIS CALL FOR HELP FROM LBJ. ONE LBJ AID SAID: "YOU AIN'T HEARD THE LAST OF HIM YET." HE'LL BE BARNSTORMING THIS LAST WEEK TO GET BACK AT THE CRITICS, AFTER BEING SILENT SO LONG. TIME: 1 1/2 MIN.

HUMPHREY: 25 SECS., COMMENTARY ONLY, IS INCREASING ATTACK ON RN... WE SHOULD EXPECT GOP'S ATTACK TO BE DIRTIER.

NIXON: 30 SECS., COMMENTARY ONLY, THAT YOU'LL HEAR A LOT OF TRICKS FROM DEMOCRATS -- BUT THEY'RE GOING TO STILL LOSE.

N. Y. DAILY NEWS POLL SHOWS HHH PAST RN BY 4%: HHH - 46%; RMN - 42%; FCW - 8%. WALLACE: 15 SECS, COMMENTARY ONLY, THAT POLLS ARE LIERS. BACKGROUND OF WALLACE, FILM REPORT - 5 1/2 MINS. EARLY LIFE AND BACKGROUND. INTERVIEWED BROTHER, MOTHER AND FORMER SCHOOLMATE.

4 3/4 MIN. REPORT ON MINORITY PARTY CANDIDATES DICK GREGORY, ELDRIGE CLEVER, FRED HOLSTED AND CHORLENE MITCHELL.

DESCRIPTION OF IDEAL PRESIDENT BY GORE VIDAL AND WILLIAM BUCKLEY, JR.

HHH-2:00 HUNTLEY-BRINKLEY LED WITH HUMPHREY ENDORSEMENTS BY MCCARTHY, ABERNATHY, AND MRS. MARTIN LUTHER KING. HUMPHREY, 2 MINS., 6:34-6:36, SAYS MCCARTHY'S ENDORSEMENT "HELPFUL," ALSO FILM CLIP OF HUMPHREY IN PENNSYLVANIA TODAY WEARING STEEL HAT AND SAYING, "YESTERDAY MY OPPOSITION CANDIDATE WAS HERE, BUT TOAY THE AIR HAS CLEANED UP.2 TOMORROW, HHH IN NEW YORK.

RN 3:00 RN, 3 MINS., 6:37-6:40. HUNTLEY SAYS NBC GOT 200 CALLS IN PROTEST TO AD ON LAUGH-IN LAST NIGHT, AND RN AIDES DEFENDING IT AS "PORTRAYAL OF HUMPHREY AND POLITICS OF JOY IN CONTRAST TO THE PROBLEMS OF THE DAY," AND INDICATING THEY WOULDN'T SHOW IT AGAIN. RN IN DETROIT, AND REPORTER VALARIANNI SAYING THE FINAL WEEK OF THE CAMPAIGN IS MUCH LIKE THE FIRST WEEK -- AT EACH SPEECH THE PLACARDS, AND THEN THE SET SPEECH ATTACKING THE DEMOCRATS AND THE HECKLERS WHO NOW BECOMING ROUTINE. FILM CLIP OF RN SAYING "AMERICA CAN'T AFFORD FOUR MORE YEARS OF THE KIND OF LEADERSHIP WE'VE HAD IN WASHINGTON...YOU SAW IT ON TELEVISION IN CHICAGO...THE DIFFERENCE BETWEEN THE HUMPHREY AND NIXON CAMPAIGNS IS THAT IN THE NIXON RALLIES THE CHEERS DROWN OUT THE HECKLERS." IN DETROIT, ROMNEY PERSUADED NIXON TO GO TO A NEGRO HIGH SCHOOL AFFAIR, "ONLY THE SECOND TIME IN THE CAMPAIGN HE'S DONE SOMETHING LIKE THIS."

W-2:00 WALLACE, 6:40-6:42, REPORTS \$6 MILLION EXPENDITURES TODAY. REPORTER DOUG KIKER, IN BEAUMONT, TEX., SAYS WALLACE RUNNING MORE AGAINST POLLSTERS AND PRESS THAN RN AND HHH. FILM CLIPS OF WALLACE BEING SNIDEST YET -- "THOSE POLLSTERS WANT TO MAKE PUBLIC OPINION, NOT REPORT IT." AND WHEN SOME HECKLERS STARTED IN, WALLACE SAID, "OK, YOU REPORTERS, RUN OVER AND GET THAT. AND WRITE ALL ABOUT THE 2-3 PICKETS, AND IGNORE THE THOUSANDS OF OTHER DECENT PEOPLE WHO ARE HERE."

ALSO, FILM CLIP OF TED KENNEDY ANNOUNCING FORMATION OF MEMORIAL FOUNDATION FOR ROBERT F. KENNEDY.

C B S

LEAD STORY - MCCARTHY "QUALIFIED ENDORSEMENT" OF HUMPHREY, 3 MINS. MADE CLEAR HIS CONTINUED DISENCHANTMENT WITH DEMOCRATIC PARTY. 2 MINS., 35 SECS OF THIS WAS FILM OF MCCARTHY MAKING HIS STATEMENT.

HHH-2:00 HUMPHREY- 2 MINS IN PITTSBURGH...ENTHUSIASTIC RECEPTION FROM HHH. FEELS GOOD ABOUT IT...HIGH SPIRITS. FILM OF HHH IN T.V. STUDIO BEING INTERVIEWED ON ENDORSEMENT.

RN 2:35 NIXON - BILL PLANTT REPORTING, 2 MINS., 20 SECS. FILM OF RN SAYING WHENEVER YOU SEE SOMEBODY ENGAGING IN PERSONALITIES IT IS BECAUSE THEY'RE AFRAID - AFRAID THEY'RE GOING TO LOSE. THE REAL ISSUE OF 1968 IS THAT LAST FOUR YEARS. THE DEMOCRATS TURNED DOWN THEIR CHANCE FOR NEW LEADERSHIP IN CHICAGO.

FILM OF NIXON AND ROMNEY IN DETROIT NEGRO AREA AT PRIVATE JOB PLACEMENT CENTER WITH BLACK EMPLOYEE OF THE CENTER EXPLAINING THE NEED FOR THIS TYPE OF OPERATION TO RESTORE PRIDE.

15 SEC. COMMENTARY THAT NIXON PEOPLE WITHDREW COMMERCIAL SHOWN LAST NIGHT ON NBC WHICH HAD PICTURE OF SMILING HHH OVER SCENES OF RIOTS AND WAR.

Agnew - :40 AGNEW - COMMENTARY THAT THE N.Y. TIMES EDITORIAL ON AGNEW BEING RUN AGAIN THIS MORNING STATING THAT JUST BECAUSE CHARGES ARE OLD DOES NOT MEAN THEY ARE NOT VALID STILL. AGNEW MADE A POINT-BY-POINT DENIAL OF CHARGES. AGNEW STAFF MEMBER STATED THAT THEY MAY SEEK LIBEL SUIT AGAINST THE TIMES. TIME: 40 SECS.

W-:25 WALLACE - ATTACKED NEWS MEDIA IN BEAUMONT, TEX., FILM CLIP, 25 SECS. SAYS THEY DON'T KNOW WHAT'S GOING ON IN THE COUNTRY...BUT WE DO KNOW. COMMENTARY THAT ACCORDING TO RECORDS FILED WALLACE'S EXPENSES HAVE BEEN \$5,800,000 AND HIS CONTRIBUTIONS HAVE BEEN \$5,200,000.

SPECIAL REPORT FROM LAS VEGAS, 4-1/2 MIN., WITH CHARLES KURALT REPORTING ON "JIMMIE THE GREEK." HE MAKES ODDS ON PRO FOOTBALL BAMES AND EVERY FOUR YEARS, POLITICS. HE EXPLAINED HOW HE PICKED, MUSKIE, AGNEW AND LEMAY AS THE CHOICES FOR VICE PRESIDENT BEFORE THEY WERE SELECTED. HE LISTS THE ODDS IN 1968 TO BE 5-1 NIXON. AN IN DEPTH STUDY OF NEWSPAPERS FROM AROUND COUNTRY, MAGAZINES, ETC. INDICATES THAT RN WILL GET ABOUT 330 ELECTORAL VOTES.

ERIC SEVEREID COMMENTARY - 3-1/2 MINS. ON EUGENE MCCARTHY AND HIS ENDORSEMENT OF HHH. CALLS IT A "QUASI:ENDORSEMENT" WHICH WAS RECEIVED WITH MUCH MORE ENTHUSIASM BY HHH THAN IT WAS GIVEN BY MCCARTHY. IN THE LAST WEEK OF THE CAMPAIGN NIXON IS GETTING TENSE, AS HHH HAS

A.B.C

(HOWARD K. SMITH FOR FRANK REYNOLDS)

LEAD STORY - MCCARTHY ENDORSEMENT OF HHH. "RELUCTANCE UNDISGUISED IN ENDORSEMENT. COMMENTARY, 25 SECS., FILM OF MCCARTHY MAKING STATEMENT, 40 SECS.

HHH-SD HUMPHREY - FILM IN PITTSBURGH, 50 SECS. REPORTER SAYS ENDORSEMENT GIVES CAMPAIGN NEW MOMENTUM AND HHH OBVIOUSLY ENTHUSIASTIC. BUT FILM CLIP SHOWED HUMPHREY QUITE RESTRAINED, QUIETLY ACKNOWLEDGING HIS AND MCCARTHY'S LONG FRIENDSHIP, ETC.

RN-2:45 NIXON - 2 MINS., 45 SECS., "GAVE MCCARTHY KIND OF AN ENDORSEMENT. HE SAID TODAY THAT THE DEMOS COULD HAVE NOMINATED MCCARTHY... INSTEAD THEY NAMED SOMEBODY FROM THE SCHOOL OF OLD POLITICS." REPORTER TED KAPEL SAID RN'S CAMPAIGN HAS BEEN ATTEMPTING TO ATTRACT DEMOS AND INDEPENDENTS BUT THIS WEEK "HE HAS BEEN BRISTLING" AGAINST THE DEMO HIERARCHY; HAS ENDED SELF-IMPOSED MORATORIUM ON CHICAGO." "DISORGANIZED RABBLE AT THEIR CONVENTION SHOWS THAT WE CANNOT TRUST THEM." COMMENTATOR NOTES THAT "TRUST" IS THE KEY WORD IN HHH'S CAMPAIGN AND NOW RN IS USING IT HIMSELF AND TURNING THE TABLES. FILM CLIP OF NIXON WARNING AGAINST TRICKERY AMONG THE DEMOS: "THEY'RE PLAYING EVERY TRICK THEY KNOW...WE'VE ALL GROWN UP, WE DON'T PAY MUCH ATTENTION TO THAT ANYMORE...BUT THE AMERICAN PEOPLE ARE GOING TO GET THE TREAT ON ELECTION DAY WHEN WE SAY TO THEM, 'GET OUT OF TOWN, WE'RE COMING IN.'"

WALLACE - 15 SECS., COMMENTARY ONLY, SAYING HE ATTACKED POLLSTERS AND NEWS MEDIA BUT IS NOW GETTING THE LARGEST AND MOST ENTHUSIASTIC CROWDS OF CAMPAIGN.

SPECIAL REPORT, 5 MINS., 50 SECS., WITH JOHN COLEMAN IN LAS VEGAS ON "JIMMIE THE GREEK." BEST KNOWN ODDS-MAKER. HE PINPOINTS EACH STATE AND MAKES PREDICTIONS: NIXON WITH ABOUT 330 ELECTORAL VOTES. ON POPULAR VOTES, HE ESTIMATES A TOTAL OF ABOUT 75 MILLION VOTES CAST. THE MINIMUM FOR NIXON WOULD BE 42% OR 31,500,000. THE MAXIMUM FOR HUMPHREY WOULD BE 38% OR 28,000,000 VOTES. THE MAXIMUM FOR WALLACE, WHICH IS DROPPING WOULD BE 20% OR 15,000,000. FEELS THE WORST FOR NIXON WILL BE A 3,000,000 VOTES MARGIN. CHANCES FOR UPSET ARE 1-5. UNDECIDED LESS THAN 3% AT THIS STAGE OF THE GAME.

GUEST COMMENTATOR, FRANK REYNOLDS, WITH HIS VIEW OF THE IDEAL PRESIDENT. 3 MINS., 15 SECS. HE MUST RECOGNIZE A LOT OF SILLY THINGS ARE GOING TO BE SAID ABOUT HIM -- MUST BE ABLE TO IGNORE THE IRRELEVANT.

ONLY HE WILL BEAR THE RESPONSIBILITIES. MUST BE A TEACHER -- AT TIMES MUST DELIVER LECTURES TO THE AMERICAN PEOPLE. WOULD BE IN WHITE HOUSE ONLY FOUR YEARS, BUT ACT AS IF HE'D BE THERE FOR A LIFETIME. WOULD HEREBY BAN THE WORDS "LAME DUCK." WILL NOT WASTE TIME WITH SILLY PEOPLE THAT NOW MANAGE THEIR WAY UNTO PRESIDENTIAL CALENDAR AND SPEND ALL HIS TIME KEEPING THE COUNTRY AT PEACE. "WILL LEAD COUNTRY AND IF NECESSARY DRAG IT AND TELL THOSE IN THE WAY WHERE TO GO...BUT NOT RUN THEM OVER WITH HIS CAR." "WOULD NOT TALK THE U.S. TO DEATH." "WOULD NOT BE JUST A CHEER LEADER." "WOULD NOT LOOK FOR SYMPATHY." "WOULD NOT DEMAND CONSTANT APPROVAL." FINALLY, "WOULD HAVE TO BE LUCKY... BECAUSE, HEAVEN KNOWS, HE'LL NEED IT." IMPRESSION; FAVORABLE TO RN.

END. THAT IS ALL FROM HERE TONIGHT...GOODNIGHT TO ONE AND ALL...END

TV EVENING NEWS 11/1/68 Total HHH RN W L M A
 4:30 3:00 1:15 2:30 :20 0

BC -- HUNTLEY-BRINKLEY GAVE THE BOMBING HALT FIRST 20 MINS, UNTIL BRINKLEY, AT 6:48, SUMMARIZED POLITICAL NEWS OF DAY BY SAYING HUMPHREY WAS IN CHICAGO "PROMISING TO BIND UP THE WOUNDS, APPARENTLY THOSE THAT HAD BEEN OPENED IN CHICAGO EARLIER;" NIXON WAS IN TEXAS SAYING HE WOULD "SPEND A LOT MORE ON MILITARY HARDWARE;" AND CITING THE HARRIS POLL.
 HHH 2:00 HUMPHREY, 6:49-51, 2 MINS., FILM CLIP OF HHH LAST NIGHT SAYING LBJ'S ANNOUNCEMENT WAS "VERY MEANINGFUL, VERY HELPFUL, WE HOPE AND PRAY IT MAY RESULT IN THE PEACE EVERYONE LONGS FOR . . . VERY GOOD NEWS. THERE IS ALSO GOOD NEWS THAT SOMETHING IS HAPPENING ACROSS THIS COUNTRY," AND THEN HHH WENT INTO USUAL POLITICAL TALK. PERKINS SAID TODAY HHH UNMENTIONED BOMBING HALT TODAY. PERKINS SAID HHH AIDES CONFIDENT IT WILL HELP HHH, UNKNOWN HOW MUCH, AND THEY ARE CONVINCED" THE SLIGHTEST BOOST WOULD ELECT HUMPHREY."

RN 1:30 RN, 1 1/2 MINS., 6:51-53. REPORTED HERB KAPLOW SAYS RN CAMP "TRYING TO ASSESS THE AFFECT, AND NIXON'S REMARKS WERE THE SAME TODAY AS THEY HAVE BEEN FOR SEVERAL MONTHS." FILM CLIP OF RN SAYING HE WOULD NOT COMMENT, "BUT THERE IS THIS TO SAY: THERE HAS NOT BEEN BEEN ONE MOMENT OF PEACE DURING THE LAST FOUR YEARS. THE LAST REPUBLICAN ADMINISTRATION ENDED ONE WAR AND HEADED OFF OTHERS." RN ALSO SAID THE "UNITED STATES MUST ALWAYS BE FIRST. . .AND MUST NEGOTIATE FROM STRENGTH."

W- :15 WALLACE, 15 SEC., 6:53. WALLACE SAYS HE "HOES ANDPRAYS" THIS WILL LEAD TO PEACE; IF IT DOESN'T, THEN GO FOR MILITARY VICTORY.

L- 1:00 LEMAY, 1 MIN., 6:54-55, FILMCLIP OF LEMAY "PESSIMISTIC THAT THIS WILL RESULT IN SERIOUS NEGOTIATIONS. . . THE ODDS ARE STILL JUST ANOTHER STALLING TACTIC. . .THIS MAY BE DELIBERAT ATTEMPT BY HANOI TO INFLUENCE THE ELECTION. . .I DON'T THINK WE HAVE ANYTHING HERE AT ALL. . . THE WAR IN VIETNAM IS THE MAIN ISSUE OF THE CAMPAIGN." BRINKLEY, IN CLOSING COMMENT SAID, "IFT IS IMPOSSIBLE TO SAY NOW IF THIS HELPS HUMPHREY A LITTLE, A LOT, AND IF SO, ENOUGH TO ELECTION HIM?. . . A SECOND QUESTION IS ON THE TIMING: IF IT IS GOOD TO STOP THE BOMBING NOW, WHY WASN'T IT GOOD FIVE MONTHS AGO? BUT IF IT STOPS THE KILLING OF AMERICAN BOYS, THEN IT IS A GOOD IDEA, EVEN IF IT WAS FOR THE WRONG REASONS. GOODNIGHT CHET."

ABC -- FRANK REYNOLDS GAVE

ABC - FRANK REYNOLDS GAVIE FIRST 12 MINUTES TO BOMBING HALT, (12 MINS) TO BOMBING HALT, AND THEN INCLUDED SEVERAL POLITICIANS' COMMENTS, INCLUDING GEORGE ROMNEY WHO WARNED AMERICAN PEOPLE AGAINST BEING "BRAINWASHED." THE FIRST OF THE CANDIATES TO BE QUOTED WAS CURT LEMAY, 1 MIN. 7:12-13, WHO SAID HE HAD NO CHOICE BUT TO BACK THE PRESIDENT. FILM CLIP OF LEMAY WITH IDENTICAL QUOTES TO NBC.
 L- 1:00

W- :30 WALLACE, 30 SECS. 7:14, IF THE TALKS FAIL, "LET'S WIND IT UP MILITARYLY." FILMCLIP OF WALLACE SAYING HE HOPES THIS MEANS "A CESSATION OF HOSTILITITES...AND AN HONORABLE PEACE...IF THIS IS THE BEGINNING, I'M SO GLAD...REGARDLESS OF THE POLITICAL MOTIVE." RN, 1-1/2 MINS., 7:16-7:18, SAYS IN MADISON SQUARE GARDEN THAT HE HOPES THIS WILL BRING PROGRESS TO THE PARIS PEACE TALKS. AS LAST NIGHT, REPORTER TED KOBEL SAID, RN IN TEXAS TODAY "TOOK THE ATTITUDE THIS WAS A NON-PARTISAN MATTER, AND HE SEEMED TO PUT HIMSELF AT THE PRESIDENT'S RIGHT HAND." RN STRATEGISTS SAY THEY ALL FEEL RN IS GOING TO WIN ANYHOW, AND IF THE VIETNAM WAR SHOULD BE ENDED BY JANUARY, SO MUCH THE BETTER.
 RN 1:30

HHH 1:30 HUMPHREY, 1-1/2 MINS., 7:19-7:20, REPORTER LOU GIOFFI REPORTS ON HHH CAMPAIGN: "TWO MONTHS AGO EVERYBODY THOUGHT HUMPHREY WAS A POLITICAL CORPSE, TODAY HE IS ALIVE AND WELL...HHH SPARES NEITHER HIMSELF NOR HIS STAFF, TALKING, TALKING AND TALKING SOME MORE . . . THE CROWDS ARE RESPECTABLE, BUT NOT AN OUTPOURING, AND HIS WORDS ARE NOT ALWAYS THE MOST INSPIRING...HE PROBABLY IS THE COUNTRY'S MOST EFFECTIVE POLITICAL ORATOR, BUT SOMETIMES HE GETS CARRIED AWAY BY HIS OWN VOICE... WHAT THERE IS TO SAY IS THAT HUMPHREY IS BACK IN THE RACE, BUT HIS STRATEGISTS ARE WORRIED ABOUT THE LATE START. IT'S STILL AN UPHILL BATTLE."

CBS - LEAD STORY AND MAJOR NEWS COVERAGE GIVEN TO BOMBING HALT AND REACTION TO IT.

6:30 6 MINS., GIVEN TO DEAN RUSK'S PRESS CONFERENCE TODAY. FILM CLIP CONTAINS RUSK'S ANSWER TO REPORTERS QUESTION ABOUT POLITICAL MOTIVATION OF BOMBING HALT. RUSK DENIED ANY SUCH THING AND DOUBTS IT WOULD HAVE MUCH EFFECT ON U.S. POLITICAL SCENE.

M-:20 6:38 MUSKIE - 20 SECS. DISCOUNTED POLITICAL MOTIVE.

HHH 1:20 HHH - 1 MIN. - FILM CLIP FROM LAST NIGHT. HHH SAID HE SUPPORTS LBJ'S DECISION. HOPES NEGOTIATIONS CAN NOW MOVE FORWARD. ASKED IF IT WOULD HELP HIS CANDIDACY, REPLIED HE HOPED IT MIGHT HELP THE CAUSE OF PEACE AND HELP PEOPLE.

RN:30 NIXON - 30 SECS. FILM CLIP OF NIXON'S STATEMENT MADE AT MADISON SQUARE GARDEN RALLY.

W-:30 WALLACE - 30 SECS. - FILM CLIP - PRAYS AND HOPES IT BRINGS ABOUT HONORABLE PEACE.

L :30 LEMAY - 30 SECS. FILM CLIP - MORE PESSIMISTIC - STILL HAS SERIOUS QUESTIONS. MIGHT BE ANOTHER STALLING TACTIC.

NOTHING ON AGNEW

6:45 CRONKITE REVIEW OF HARRIS POLL - NIXON'S LEAD CUT TO 3%, ETC.

THEN FILM AND COMMENTARY ON WORLD REACTION TO BOMB HALT - PRES. THIEU REPORTEDLY UNHAPPY.

H. G. ...

TV EVENING NEWS SHOWS -- 10/21/68

C B S

CHARLES KARALT SUBSTITUTING FOR WALTER CRONKITE.

LEAD STORY: APOLLO 7 RE-ENTRY TOMORROW - 4-1/2 MINS.

LE MAY: 2 MIN. FILM CLIP OF PRESS CONFERENCE IN WASHINGTON AT WHICH HE CHALLENGED THE IDEA THAT A LULL IN FIGHTING IN VIETNAM INDICATES HANOI IS MORE INTERESTED IN NEGOTIATIONS.

NIXON: COMMENTARY ONLY ON RADIO TALK TONIGHT, 20 SECS., IN WHICH RN ATTEMPTS TO ATTRACT WALLACE SUPPORTERS BY SAYING HE CAN GIVE JOBS AND TRAINING TO NEGROES WITHOUT TAKING AWAY FROM WHITES.

HUMPHREY: 2 MIN. FILM CLIP OF NEW YORK RALLY IN HERALD SQUARE. SHOWS THAT HE'S CONFIDENT OF VICTORY...SAYS CENTRAL QUESTION OF CAMPAIGN IS "WHO DO WE TRUST TO LEAD AMERICA?" COMMENTATOR NOTED THAT HE IS CONCENTRATING THIS WEEK IN THREE STATES THAT ARE NECESSARY FOR VICTORY -- NEW YORK, TEXAS AND CALIFORNIA.

me
CBS STATE BY STATE STUDY: SHOWS NIXON HAS LOST GROUND OVER THE PAST WEEK -- NOW BELOW THE 270 ELECTORAL VOTES NEEDED. REASON FOR DECLINE SINCE LAST WEEK IS THE SHIFT OF TEXAS AND MICHIGAN TO THE TOSS-UP COLUMN. NET LOSS FOR NIXON OVER THE PAST WEEK OF 33 ELECTORAL VOTES.

THE RESULTS:

	STATES	ELECTORAL VOTES
NIXON	28	256
WALLACE	6	58
HUMPHREY	3 (+DC.)	25
TOSS-UP	13	199

NOTED THAT MANY OF THE STATES IN TOSS-UP CATEGORY LEANING TOWARD NIXON. WALLACE HAD MADE SLIGHT LOSSES, WHILE HUMPHREY STAYED ABOUT SAME IN STUDY. SPECIAL REPORT BY WALTER CRONKITE--8-1/2 MINS.

SINCE NO DEBATES, CBS WILL HAVE A "POOR SUBSTITUTE" SHOWING EACH CANDIDATE ON FILM ON A PARTICULAR ISSUE. FURTHER NOTED THAT NIXON DECLINED TO APPEAR DIRECTLY, BECAUSE OF WALLACE, BUT HIS CAMPAIGN MANAGERS PROVIDED FILMS. THE FIRST ISSUE WAS WHETHER THE PHRASE LAW AND ORDER WAS RACIST.

NIXON--NO, BLACKS SUFFER MORE, AND THEY ARE THE ONES THAT WANT IT.
WALLACE--NO, THAT'S ABSURD, ETC.

HUMPHREY--THOSE THAT ARE TALKING ABOUT IT HAVE GIVEN IT RACIAL OVERTONES--ALMOST OPENLY BY WALLACE AND SECRETLY BY NIXON.

THE NEXT QUESTION WAS WHETHER THE ISSUE OF LAW AND ORDER WAS SOMETHING FOR LOCAL GOVERNMENT OR IS IT SOMETHING THAT THE FEDERAL GOVERNMENT SHOULD BE CONCERNED WITH.

NIXON--NO, NATIONAL POLICE FORCE; HOWEVER, ADVOCATES COMMUNITY COUNCILS BETTER TRAINING WITH A NATIONAL ACADEMY.

HUMPHREY--ATTACKED 4-POINT PROGRAM OF NIXON; SAID SHOULD GIVE BLOCK GRANTS FROM FEDERAL GOVT TO LOCAL GOVTS FOR CONTROL OF CRIME. "LAW AND ORDER IS NOT CHEAP--BUT NEITHER IS CRIME."

WALLACE--SEEK FEDERAL INDICTMENTS OF THOSE WHO CROSS STATE LINES TO INCITE RIOTS AND ADVOCATE THE OVERTHROW OF CITIES AND THE GOVERNMENT OF THIS COUNTRY. HE ATTACKED ACTIVISTS AND ANARCHISTS AS WELL AS THE ATTORNEY GENERAL.

ALL OF THESE SEGMENTS RAN ABOUT 1-1/3 MINS. PER CANDIDATE.

N B C

HUNTLEY LED TONIGHT WITH CONTINUED SPECULATION ON A BOMBING HALT

N B C

HUNTLEY LED TONIGHT WITH CONTINUED SPECULATION ON A BOMBING HALT, AND THEN GAVE LE MAY'S COMMENT THAT HE WOULD SUPPORT LBJ IF LBJ CALLS FOR A HALT. 2-MIN. FILM CLIP OF LE MAY CAME AS 3RD ITEM INTO PROGRAM. HUNTLEY ALSO REPORTED ON CHRISTIAN SCIENCE MONITOR STORY TODAY GIVING HUMPHREY INCREASED STRENGTH BUT NIXON'S ELECTORAL TOTALS INCREASING.

NIXON, 1-MIN., 6:34-35, FILM CLIP ON MATTER OF DEBATE

HUMPHREY, 2-MINS., 6:36-6:38, FILM CLIP, WITH VOICE CRACKING. HHH SAYS THE "FORGOTTEN AMERICANS" ARE THE ONES THE REPUBLICANS HAVE FORGOTTEN. "MEDICARE, SOCIAL SECURITY--RN SAID THEY WOULDN'T WORK. THE NIXON REPUBLICANS HAVE FORGOTTEN OUR CHILDREN," RE FEDERAL AID TO EDUCATION. REPORTER JACK PERKINS SAID IN COMMENTARY THAT HHH'S CAMPAIGN PLAN NOW IS TO COME ON STRONG, AND THEY BELIEVE THEY HAVE SOME REASON FOR HOPE.

BRINKLEY SAID IN SHORT ITEM THAT DEMOS RAN A TV AD APPEALING FOR MONEY. THEY THOUGHT THEY WOULD GET \$15,000, AND THEY GOT \$300,000. HUNTLEY REPORTED ON THE WEDDING 25 MINS. INTO THE SHOW.

A B C

PRE-EMPTED BY OLYMPICS

File

TV EVENING NEWS 10/15/68

NBC

Call 5h Halperman

*U-3:00
H-15
N-15
M-3:00
A-2:00*

HUNTLEY-BRINKLEY GAVE ITS LEAD POLITICAL COVERAGE TO WALLACE, 3 MINS., 6:36-39, FILM OF WALLACE SPEECH BEING INTERRUPTED BY "ANARCHISTS FOR WALLACE." REPORTER SAID WALLACE WAS "ANGRY, FLUSTERED," AND FILM CLIP SHOWED HIM SAYING, "YOU LITTLE PUNK, COME ON UP HERE." HUMPHREY, 15 SEC., 6:40, COMMENTARY ONLY, THAT HE WOULD "STOP THE BOMBING, PERIOD." NIXON, 15 SEC., 6:40, COMMENTARY ONLY, RN SAYS HE IS AHEAD OF HHH IN EVERY STATE AND HHH WILL BE SWINGING WILDER AND WILDER. MUSKIE, 3 MINS., 6:41:6:44, JACK PERKINS COMMENTARY, FILM OF MUSKIE IN HARLEM AND EXTENDED FILM CLIP OF HIS SPEECH "WHICH WAS UNUSUAL IN THAT HE DID NOT MENTION THE ELECTION AND CAMPAIGN ONCE." FILM SHOWED MUSKIE SAYING "WE CAN'T WRING OUR HANDS AND SAY WE WOULD HELP THE BLACKS IF ONLY THEY WOULDN'T RIOT." THEME OF HIS TALK WAS ON POSSIBILITY OF BLACK REVOLT. AGNEW, 2 MINS., 6:41:6:43, FILM OF NEW JERSEY SPEECH SHOWING AGNEW SAYING "RIGHT OF DISSENT IS THE WHOLE ISSUE OF THE CAMPAIGN...THE COURTS HAVE LAID IT DOWN, AND LAID IT DOWN RIGHTLY...BUT IT DOES NOT INCLUDE THE RIGHT TO CIVIL DISOBEDIENCE AND VIOLENCE, AND FOR THAT WE WILL NEVER STAND."

JOHN CHANCELLOR SPECIAL ON NEW LEFT AND TRADITIONAL CONSERVATIVES NOW WORRYING ABOUT THE SAME THINGS: CENTRAL GOVERNMENT.

ABC

OLYMPICS PREEMPTED

CBS

~~NIXON, 3 MINS., FOURTH~~
PLEASE DISREGARD ABOVE LINE

*N-3:00
W-3:30
A-2:00*

NIXON, 3 MINS., FOURTH ITEM INTO NEWSCAST. RN CLAIMS HHH USING TACTICS OF FEAR AND SMEAR, AND IN PRIVATE RN SURVEYS, RN AHEAD IN ALL AMJOR STATES. POLLS SHOW HE IS EVEN WITH WALLACE IN THE SOUTH. WALLACE HAD SECOND ITEM OF SHOW, 3 1/2 MIN., WALLACE NOW ON BALLOT IN OHIO, AND FILM OF WALLACE BEING HECKLED IN OHIO, AND WALLACE QUOTE, "WHY DON'T YOU PUNKS GET OUT OF \HE AUDITORIUM?" HUMPHREY WAS THIRD ITEM, 2 MINW., IN HIS BOMBING POLICY HE SEEMS TO BE MOVING CLOSER TO A BOMBING HALT. SINCE HIS VIET SPEECH THERE HAS BEEN LESS WAR HECKLING. ERIC SEVEREID COMMENT, 3 MINS., "DO POLITICAL POLLS CREATE PUBLIC OPINION AS WELL AS SAMPLE IT?" SEVEREID O CONCLUDES POLLS DO AFFECT PUBLIC OPINION, THEY INFLUENCE ISSUES THEY ATTACK AND THOSE THEY SKIP OVER. ALSO BANDWAGON EFFECT.

TO: LARRY HIGBY

*L-berne
SH has this -*

TELEVISION EVENING NEWS COVERAGE ANALYSIS-OCTOBER 7, 1968 TO OCTOBER 11.

THE BREAKDOWN FOR EVENING NEWS COVERAGE LAST WEEK WAS:

	CBS	NBC	ABC
NIXON	2:00	6:00	13:45
HUMPHREY	20:05	7:55	14:15
WALLACE-LE MAY	10:20	12:05	8:45
AGNEW	0	0	0
MUSKIE	1:15	:30	4:00

*end that
he gets it to
Bill Rogers
fast*

HUMPHREY AND WALLACE AGAIN RECEIVED GREATER QUANTITATIVE COVERAGE THAN NIXON, BUT THE OVER-ALL IMPRESSION WAS FAR FROM FAVORABLE FOR THEM.

ALL THREE NETWORKS RAN SEVERAL MINUTES FOOTAGE OF LBJ'S RADIO ENDORSEMENT THURSDAY NIGHT (PRIME TIME HUMPHREY COULD NOT OTHERWISE HAVE BOUGHT FOR ANY AMOUNT OF MONEY). OFFSETTING THIS PLUG WAS THE FACT THAT MUCH HUMPHREY COVERAGE FLOWED FROM SPECIAL REPORTS DISCUSSING HOW BADLY HIS CAMPAIGN IS GOING, THEREBY DAMPING THE MOOD OF BOUYANCY CAREFULLY CULTIVATED THE WEEK BEFORE BY O'BRIEN. THE GENERAL TONE OF THE REST OF THE HUMPHREY COVERAGE WAS DEFENSIVE AND DESPERATE: HIS CONTINUED LASHING OUT AT WALLACE AS A RACIST BIGOT AND HIS PRESSING OF NIXON FOR TV DEBATES. THE LATER POINT WAS ASSISTED BY THE HOUSE-SENATE PARLIAMENTARY STALLS ON THE EQUAL TIME BILL, THE BLAME FOR WHICH WAS PUT ON THE REPUBLICANS BY THE NEWSCASTERS.

THE NETWORKS DEVOTED ABOUT AS MUCH TIME TO INTERPRETIVE COMMENTARY OF WALLACE AS THEY GAVE HIMON STRAIGHT NEWS REPORTING. HIS MAJOR NEWS DEVELOPMENTS WERE THE PRESS CLUB FOREIGN POLICY SPEECH AND THE ANNOUNCEMENT THAT LE MAY WOULD GO TO VIET NAM. THE PUNDITS NOTED THAT WALLACE SEEMS TO HAVE STALLED, BUT THEY ARE TREATING HIM AS A SERIOUS CANDIDATE.

ACTUAL COVERAGE OF NIXON ACTIVITIES DURING THE WEEK WAS SPARSE. ABC AND CBS USED NO CAMPAIGN FOOTAGE. NBC SHOWED SEVERAL MINUTES IN FLINT AND SOUTHERN CALIFORNIA. ALL THREE NETWORKS HAD SPECIAL REPORTS ANALYZING NIXON STRATEGY (PARTICULARLY HIS AVOIDING DEBATE WITH HUMPHREY) THAT PROBABLY DID HIM LITTLE GOOD.

MUSKIE'S COVERAGE, WHICH HAD BEEN MOUNTING DURING THE CAMPAIGN, DROPPED OFF. ON CBS AND NBC IT CONSISTED OF DENUNCIATIONS OF NIXON AND REPUBLICANS FOR BOTTLING UP THE EQUAL TIME BILL AND REFUSING TO DEBATE. ABC TREATED HIM SYMPATHETICALLY ON THE HECKLERS.

BY AND LARGE, TV COVERAGE OF THE CAMPAIGNS AND CANDIDATES LAST WEEK WAS SUPERCILLIOUS IN NATURE AND PROBABLY HELPFUL TO NONE. IT SEEMED AS THOUGH THE NEWSCASTERS AND ANALYSTS WERE IMPATIENT OVER THE LACK OF DEVELOPMENT OF ANY GENUINE ISSUES, OR INTENT UPON SHOWING THAT THOSE RAISED (EXCEPT TV DEBATES) WERE NOT WORTHY OF SERIOUS CONSIDERATION. VERY LIKELY THE MORE EXPOSURE A CANDIDATE GOT LAST WEEK THE WORSE OFF HE WAS.

END. THAT'S ALL FROM HERE FOR TONITE...GA OR END.END...

TV EVENING NEWS COVERAGE - MONDAY, OCTOBER 14, 1968

CBS:

CBS' WEEKLY ELECTION ANALYSIS SHOWS DROP IN RN'S STRENGTH, THOUGH STILL ENOUGH TO WIN (289 ELECTORAL VOTES). MAIN REASON WAS NEW YORK WENT FROM NIXON COLUMN TO TOSS-UP SIDE. HHH GAINED SLIGHTLY.

COMMENTARY ON AGNEW AND MUSKIE BEING IN N.Y. AND LE MAY IN WASHINGTON, AND THEN ON TO VIETNAM, 10 SECS.

IN DEPTH REPORT OF AGNEW CAMPAIGN, 6 MINS. SHOWED HIM IN CROWDS, GOLF COURSE, GIVING SPEECH ON HHH DEBATING DURING THE PRIMARIES THIS YEAR; DISCUSSED TROUBLES, INCLUDING "SOFT ON COMMUNISM," "POLACK" AND "FAT JAP" REMARKS. THEN FILM CLIP OF HIS APOLOGY IN HAWAII. INTERVIEW ON CIVIL RIGHTS AND APPEALS TO BACKLASH, AGNEW DENIED AND CALLED SELF MODERATE. BUT "THE SOUTHERN SPELL STRONG" IN CAMPAIGN." CLIP FROM FLORIDA SPEECH--INTRODUCED WITH PLAYING OF DIXIE. COMMENTATOR SHOWED SIMILARITY TO WALLACE IN RHETORIC--LAW AND ORDER ISSUE; ALTHOUGH AGNEW DENIES THEY ARE THE SAME. SHOWED HHH SPEECH AFTER NIXON SELECTED AGNEW--QUOTES WASH. POST EDITORIAL ON SELECTION. INTERVIEWED ON QUALIFICATIONS--AGNEWS FEELS HE IS WELL QUALIFIED. SUMMATION: HIS STRENGTH IS THAT HE HAS RAPPORT WITH ORDINARY MIDDLE-CLASS WHITES, THE KIND OF GUY WHO WOULD BE PRESIDENT OF THE P.T.A.; THIS MAY BE A CAMPAIGN STRENGTH, BUT A WEAKNESS AS V.P.

NOTHING ON NIXON AND HUMPHREY.

ERIC SEVEREID COMMENTARY ON 90TH CONGRESS. DISCUSSES WHAT SITUATION WILL BE WITH NIXON AS PRESIDENT AND A DEMOCRATIC CONGRESS--COMPARES WITH WHEN IKE HAD DEMOCRATIC CONGRESS.

ABC:

PRE-EMPTED BY OLYMPICS.

NBC:

HUNTLEY-BRINKLEY GAVE GOOD COVERAGE TO LE MAY, AGNEW AND MUSKIE TONIGHT IN THE FORM OF SPECIAL REPORTS.

AGNEW, 3 1/2 MINS, 6:38-6:41, REPORTED BY JACK PERKINS, "GENERATES SO LITTLE EXCITEMENT IN CROWDS IT LOOKS UNREAL." AGNEW TRYING TO AVOID MISSTATEMENTS, ALTHOUGH "HE TURNS A COLORFUL COLLOQUIAL PHRASE." PERKINS SAID IF ONE WORD CHARACTERIZES AGNEW'S CAMPAIGN IT'S "ANTIDISESTABLISHMENTARIANISM."

MUSKIE, 2 1/2 MINS, 6:42-6:45, SEEMS TO ESTABLISH RAPPORT WITH CROWDS" AND SHOW "CERTAIN EASY WARMTH." "WHEN HE SPEAKS THE CROWDS LISTEN." FILM CLIP OF MUSKIE SAYING: "WE CAN'T IGNORE THOSE WHO ARE DENIED EQUAL OPPORTUNITIES, AS RICHARD NIXON WOULD APPEAR TO DO. WE CAN'T BUILD A WALL BETWEEN THE HAVE'S AND HAVE NOT'S AS GEORGE WALLACE WOULD."

NIXON, 15 SECS., 6:38.

LE MAY, 3 1/2 MINS., 6:35-6:38, FILM OF PRESS CLUB APPEARANCE IN WASHINGTON. LE MAY SAYS SOME REPORTERS TRYING TO DISTORT HIS VIEWS ON NUCLEAR WEAPONS. LE MAY SAID VIET NAM WAR COULD BE WON WITH CONVENTIONAL WEAPONS AND "OF COURSE, NOT" REGARDING THE NECESSITY OF USING NUCLEAR WEAPONS THERE. BRINKLEY SUMMARIZED THAT RATHER THAN HALT OR SLOW DOWN BOMBING OF VIET NAM, LE MAY WOULD "EXPAND IT."

CLOSING FEATURE, HAPPY BIRTHDAY TO IKE.

MORE MIN PLS

TV EVENING NEWS OCTOBER 17, 1968

Halderman
C.C. Frank Taylor

NBC: RN GOT LEAD POLITICAL ITEM, 1 MIN., 6:22-6:26, FILM OF HIM IN PENN. SAYING "WHEN THE PRESIDENT IS TRYING TO NEGOTIATE... WE SHOULD GIVE HIM EVERY CHANCE... I WILL NOT MAKE ANY STATEMENT THAT MIGHT PULL THE RUG OUT FROM UNDER HIM."

H-3:00 HUMPHREY, 3 MINS., 6:27-6:40, FILM OF DETROIT APPEARANCE AND HHN SAYING "GEORGE WALLACE WAS A UNION-BUSTING GOVERNOR... YOU WANT WALLACE ("NO'S IN BACKGROUND) YOU WANT NIXON? ("NO'S) YOU WANT HUMPHREY-MUSKIE?" HERBERT KAPLOW IN COMMENTARY QUOTES HHN AIDES AS SAYING RACE IN MICHIGAN "VERY CLOSE" BUT THEY THINK THEIR CANDIDATE IS MOVING," AND KAPLOW SAYS SOME INDICATION THAT "THE MESSAGE MIGHT BE GETTING THROUGH."

W-3:00 WALLACE, 3 MINS., 6:41-6:44, WALLACE GOES TO ALABAMA TO GET SOME REST BECAUSE HE IS "COMPLETELY PHYSICALLY EXHAUSTED." FILM OF WALLACE VISITING WHAT BRINKLEY CALLED THE "SHACK" IN NEW MEXICO WHERE HE ONCE LIVED, AND BEING HARASSED THERE.

NELSON - LEONARD RACE IN WISCONSIN, 3 MINS., 6:45-6:48, WITH SANDER WADOCUR.

HUNTLEY LED WITH JACKIE TONIGHT, AND CONCLUDED WITH FILM OF LBJ GETTING BIG LAUGHS AT AB SMITH DINNER.

ABC: OLYMPICS

CBS: RN: FIRST POLITICAL ITEM, 10 MIN. INTO SHOW, FOR 30 SEC. COMMENTS THAT IF A BOMBCHART WOULD NOT ENDANGER AMERICAN LIVES AND WOULD LEAD TO AN HONORABLE PEACE, THEN HE'S FOR IT.

W- :10

RN, HH, LBJ AT NEW YORK DINNER, 6:40-6:44.

W- 1:00 WALLACE, 1 MIN., 6:44-6:45, CALLS OFF CAMPAIGNING FOR TWO DAYS TO REST.

M- 1:30 MUSKIE, 1.5 MIN, 6:45-6:47, IN CHICAGO, CROWDS SPARSE AND QUIET. ATTACKS WALLACE AS DEMAGOGUE.

SEVEREID COMMENT, 3 MINS., 6:48-6:51, HIGHLY FAVORABLE DISCUSSION OF MUSKIE, SAYING HIS SUCCESS IN CAMPAIGN IS DUE TO PEOPLE'S FEELING THEY CAN TRUST HIM.

CROWKIT LED WITH JACKIE AND ROGER MUDD CONCLUDED WITH ANALYSIS OF WHAT WOULD HAPPEN IF ELECTION THROWN INTO CONGRESS.

END.

TV EVENING NEWS SUMMARY, WEEK OF OCT. 14-18.

L 10/21/68
TG Slabinger

	NBC/CBS 10/14	NBC/CBS 10/15	NBC/CBS 10/16	NBC/CBS 10/17	NBC/CBS 10/18	TOTAL FOR WEEK
RN	0:15/0	0:15/3:00	2:30/0:30	1:00/0:35	3:00/3:00	14:05
HHH	0/0	0:15/2:00	2:30/1:30	3:00/0:05	0:15/3:00	12:35
GCW	0/0	3:00/3:30	0/0	3:00/1:00	2:00/0	12:30
STA	3:3: /6:05	2:00/0	0/0	0/0	0/0	11:35
ESM	2:30/0:05	3:00/0	0/0	0/4:30	0/0	10:05
CELM	3:30/0:05	0/0	0/0	0/0	0/0	3:35

TOTAL	RN	HHH	GCW	STA	ESM	CELM
NBC/CBS	7:00/7:05	6:00/6:35	8:00/4:30	5:30/6:05	5:30/4:35	3:30/0:0

THE CAMPAIGN TOOK SECOND PLACE TO OTHER BREAKING NEWS DURING THE WEEK ..THE SPACE SHOT EARLY IN THE WEEK, JACQUELINE ON THURSDAY, AND THE PARIS PEACE TALKS ON FRIDAY. NEARLY EACH NIGHT THE POLITICAL STORM BEGAN WELL INTO THE NEWSCASTS.

THE TIME ALLOTTED THE CANDIDATES SEEM TO BE MORE EQUALIZED THAN IN OTHER WEEKS. NIXON HAD SLIGHTLY MORE TIME THAN HUMPHREY FOR THE FIRST WEEK SINCE IN SEPTEMBER. AGNEW ALSO HAD MORE SPACE THAN MUSKIE FOR THE FIRST TIME SINCE WE STARTED KEEPING TABULATIONS.

IN MID-WEEK NIXON GOT COVERAGE ON BOTH NBC AND CBS WITH CLAIMS THAT HUMPHREY IS USING THE TACTICS OF FEAR AND SMEAR AND THE NIXON AIDE'S STATEMENT THAT RN NOW IS LEADING IN ALL MAJOR STATES. CBS-NBC GAVE NIXON THE LEAD POLITICAL ITEMS THURSDAY NIGHT WITH HIS STATEMENT THAT "WHEN THE PRESIDENT IS TRYING TO NEGOTIATE...WE SHOULD GIVE HIM EVERY CHANCE...I WILL NOT MAKE ANY STATEMENT THAT MIGHT PULL THE RUG OUT FROM UNDER HIM." NBC'S DOUG KIKER, TRAVELING WITH NIXON, HAD SPECIAL REPORT FRIDAY SAYING THAT ALL OF RN'S RALLIES ARE SMOOTH WITH BIG CROWDS AND GOOD ADVANCE MEN. CBS' DAVID SCHUMACHER HAD LENGTHY REPORT FRIDAY NIGHT WITH RN'S QUIPS ABOUT HUMPHREY AND HIS STATEMENTS ABOUT PEACE NEGOTIATIONS.

CBS WEEKLY ELECTION ANALYSIS ON MONDAY NIGHT SHOWED SLIGHT DROP IN NIXON'S STRENGTH ALTHOUGH STILL WITH ENOUGH TO WIN.

CBS'S HERB KAPLOW, IN COMMENTARY WITH ST. LOUIS FILM CLIP, SAID WEDNESDAY THAT HUMPHREY IS STILL SEARCHING FOR AN ISSUE TO IGNITE HIS CAMPAIGN. THE CLIP ALSO SHOWED HUMPHREY JOKES ON NIXON ("HE HAS BEEN THINKING HE IS PRESIDENT FOR SO LONG THAT BY NOV. 5 THE PEOPLE WILL THINK IT'S TIME FOR A CHANGE.") THERE WERE CLIPS BOTH THURSDAY AND

FRIDAY NIGHTS ON HUMPHREY IN DETROIT, WITH CBS SHOWING HIS NEW THEME SET TO MUSIC OF "OLD TIME RELIGION."

WALLACE GOT MOST OF HIS SPACE TUESDAY NIGHT WHEN BOTH CBS AND NBC SHOWED CLIPS OF THE HECKLERS IN HIS AUDIENCE POSING AS HIS OVERLY-ENTHUSIASTIC SUPPORTERS, AND WALLACE'S ENSUING FRUSTRATION. NBC ALSO SHOWED HIM BEING HARASSED AT HIS NEW MEXICO HOME VISIT.

IT WAS A GOOD WEEK FOR VICE PRESIDENTIAL CANDIDATES, WITH BOTH AGNEW AND MUSKIE GETTING ALMOST AS MUCH TIME AS THE PRESIDENTIAL CANDIDATES. MUSKIE AGAIN CAME OFF STRONGLY, SHARING IN NBC'S IN-DEPTH TREATMENT OF THE THREE VICE PRESIDENTIAL CANDIDATES MONDAY, AND ALSO THE SUBJECTS OF AN NBC FEATURE TUESDAY AND CBS THURSDAY. MUSKIE'S HARLEM SPEECH GOT CONSIDERABLE SPACE. NBC'S JACK PERKINS SAID TUESDAY IT WAS UNUSUAL IN THAT IT DID NOT MENTION THE CAMPAIGN ONCE, AND THE NEXT NIGHT ON THE JOHNNY CARSON SHOW, CHET HUNTLEY SAID IN A GUEST APPEARANCE THAT THE HARLEM SPEECH WAS "PHENOMENAL." ERIC SEVEREID DEVOTED HIS EDITORIAL ON CBS THURSDAY NIGHT TO A HIGHLY FAVORABLE DISCUSSION OF MUSKIE. CBS RAN AN IN-DEPTH REPORT ON AGNEW CAMPAIGN MONDAY NIGHT, INCLUDING HIS "SOFT ON COMMUNISM," "POLLACK," AND "FAT JAP" REMARKS. THE SUMMATION WAS THAT AGNEW HAS STRENGTH WITH ORDINARY MIDDLE-CLASS WHITES, "THE KIND OF GUY WHO WOULD BE GOOD PRESIDENT OF P.T.A., BUT THIS COULD BE A WEAKNESS AS VICE PRESIDENT."

CORRECTION: UNDER NBC/CBS, 10/14, FOR STA, REPEAT STA, IT SHOULD BE 3:30/6:05, NOT 3:3:....

TV NEWS SUMMARY --- NBC --- -OCTOBER 23, 1968

HUNTLEY-BRINKLEY LED WITH SPECULATION ON BOMBING HALT TONIGHT, AND THEN GAVE COVERAGE TO EVERY ONE OF THE SIX PERSONS ON THE THREE TICKETS EXCEPT LEMAY.

W-2:5 RN, 15 SEC., 6:32, URGES MIGHIGAN VOTERS, NOT TO GO ON "THIRD PARTY KICK." COMMENTARY ONLY.

W-2:15 WALLACE, 2 1/2 MINS., 6:32 - 6:34, FILM OF WALLACE RESPONDING TO HECKLERS, SAYING, "YOU UP THERE HOLDING THAT SIGN -- OH! I THOUGHT YOU WERE A 'HE' -- BUT YOU LOOK LIKE A 'SHE.'" TO ANOTHER, "GO AHEAD, AND THROW SOMETHING ELSE." REPORTER DOUG KIKER SAYS IN COMMENTARY THAT "THIS IS HAPPENING NOWADAYS EVERY TIME WALLACE SPEAKES," AND AS A RESULT HIS CAMPAIGN FOR FINANCES AND VOTES IS SUFFERING.

M-3:20 MUSKIE, 3 MINS., 6:35 - 6:38, FILM OF MUSKIE IN NEW JERSEY SAYING WALLACE'S FOREBEARERS CAME TO NEW ENGLAND IN THE '20S TO FIGHT THE ITALIANS, THE POLES, AND LITHUANIANS. WE'VE GOT TO DEFEAT HIM SO HIS KIND IS NEVER HEARD IN AMERICA AGAIN." REPORTER CHARLES QUINN SAYS MUSKIE IS PREACHING UNITY, FREEDOM AND UNDERSTANDING "AS THE ONLY MESSAGE FOR AMERICA IN 1968."

A-:15 AGNEW, 15 SEC., 6:38, IN MISSOURI, SAYS JOHNSON ADMINISTRATION HAS "COURTED IRRESPONSIBLE DISSENT." COMMENTARY ONLY.

HHH-2:20 HUMPHREY, 2 MINS., 6:39 - 6:41. SAYS RN'S SELECTION OF AGNEW WAS "CHEAP POLITICS," AND RN "ON HIS WAY TO DEFEAT."

REPORTER JACK PERKINS SAID THINGS ARE GOING RIGHT IN TEXAS FOR HUMPHREY, AND HE HAS BOTH YARBOROUGH AND CONNALLY SUPPORTING HIM. PERKINS SAYS "CROWDS ARE GROWING, MONEY IS COMING IN, AND THE CANDIDATE IS RECHARGED." FILM CLIP OF MRS. LBJ IN TEXAS CALLING HUMPHREY "A GREAT SENATOR, A GREAT VICE PRESIDENT, AND A WARM AND GOOD FRIEND."

TV NEWS SUMMARY --- CBS --- OCTOBER 23, 1968

LEAD STORY: PARIS PEACE TALKS. NO VISIBLE SIGN OF PROGRESS AS THOUGHT THERE WOULD BE TODAY.

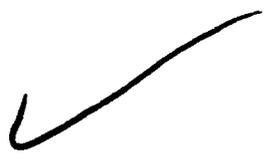
WALLACE, IN OHIO, FACED BY HECKLERS. FILM AND COMMENTARY ON INTEGRATION ISSUE.

LEMAY, AT FLORIDA PRESS CONFERENCE, AND THEN WALLACE HEDGING ON IT TO REPORTERS THIS MORNING. SHOWS HIM PUTTING DOWN HECKLERS WITH SUCH STATEMENTS AS: "CAN'T TELL THE HE'S AND SHE'S APART." "GO AHEAD, THROW SOMETHING ... YOU'RE BRAVE."

WHL
2:40 COMMENTATOR NOTED THAT THE WALLACE CAMPAIGN IS ONE OF DIFFERENCES AND DIVISIONS. BETWEEN THE MEMBERS OF THE TICKET AND BETWEEN THE PEOPLE IN HIS CROWDS. ----- TIME: 2 MIN., 40 SEC.

RO-2:15 NIXON -- FILM COMMENTATOR MENTIONS THAT DIFERENCE BETWEEN RN IN 1960 AND RN IN 1968 IS THAT HE IS WAY AHEAD -- GIVES HIM TIME TO THINK. EXAMPLE TODAY WAS VIETNAM. THERE HAS BEEN GREAT CONCERN ABOUT THE ISSUE THIS WEEK AMONG HIS STAFF. SHOWED RN CASTIGATING HHH ON HIS HAVING A "LOOSE TONGUE" AND BEING ON ALL SIDES OF THE ISSUE. COMMENTATOR FELT THAT NIXON WAS TRYING TO MOVE AS CLOSE TO LBJ AS POSSIBLE IF THERE IS SUCCESS, CLOSER THAN HHH, AND IF THINGS DON'T GO WELL IN PARIS, THEN AFTER ALL, IT'S THE DEMOCRATS THAT ARE RUNNING THE SHOW RIGHT NOW. TIME: 2 MIN, 15 SEC.

HHH-2:30 HUMPHREY -- COMMENTARY THAT HHH SAID RN WAS COMPROMISING ON PRINCIPLE IN CHOOSING AGNES. WHAT WOULD HE DO AS PRESIDENT? FILM CLIP, COMMENTATOR NOTING THAT HHH IS TRYING TO PUT OLD COALITION TOGETHER AGAIN. HHH TELLING MEXICAN-AMERICAN GROUP THAT HE IS "SOMEONE WHO BELIEVES IN PRINCIPLE AND WILL STAND UP FOR WHAT IS RIGHT." DEFENSE OF LBJ SHOULD BE NOT JUST BY HHH, BUT BY ALL THE TEXANS FOR WHAT THE REPUBLICANS HAVE BEEN SAYING. (HIS VOICE WAS CRACKING BADLY.) HE SAID THAT HE IS GOING TO DO THE IMPOSSIBLE, WHICH IS IN THE AMERICAN TRADITION. COMMENTATOR NOTED THAT THE MEXICAN-AMERICAN VOTE IS CRUCIAL TO HHH'S SUCCESS IN TEXAS, ONLY BECAUSE IT IS A THREE-WAY RACE. TIME: 2 MIN, 30 SEC.



N B C

HUNTLEY-BRINKLEY LED WITH APOLLO LANDING, OF COURSE. BRINKLEY COMMENTING ON BOMBING HALT, CITED LBJ'S UPCOMING NEWS CONFERENCE AND SAID "SOMETHING MAY BE ABOUT TO HAPPEN."

FIRST POLITICAL ITEM WAS HUNTLEY ON POLLS, HIS OPENING STATEMENTS SAYING "GALLUP SHOWS HUMPHREY GAINING ON NIXON" AND SINDLINGER "SHOWING A GAIN OF THREE POINTS FOR HUMPHREY."

N 3:00 RN, 3 MINS., 6:40-6:43, ON WHAT HUNTLEY CALLED "ONE OF MOST HECTIC DAYS OF CAMPAIGN." FILM CLIP OF RN IN OHIO SAYING "DURING THE PAST FOUR YEARS THERE HAS BEEN A GREAT CRISIS IN THE AMERICAN SPIRIT... LET'S REMOVE DARKNESS...LET THERE BE A NEW DAWN." HERBERT KAPLOW PROVIDED COMMENTARY. HUNTLEY REPORTED BRIEFLY ON RN'S RADIO TALK CALLING HHH'S SOCIAL SECURITY PROPOSAL "A DECEPTIVE PROMISE THAT CAN ONLY LEAD TO INFLATION."

H:15 HUMPHREY, 15 SEC., 6:43, CAMPAIGNING IN TEXAS WITH A BETTER RECEPTION THIS TIME FROM CONNALLY AND YARBOROUGH. COMMENTARY ONLY.

W:15 WALLACE, 15 SEC., 6:43, "HECKLED MERCIFULLY" IN WISCONSIN AND HIT WITH AN APPLE CORE. COMMENTARY ONLY.

JOHN CHANCELLOR SPECIAL ON BLACKS IN WATTS, WITH ONE LOU SMITH INTERVIEWED, SAYING THE BLACKS' CANDIDATE WAS "KENNEDY, AND HE GOT KILLED." SMITH ALSO SAID: "NIXON ISN'T SAYING MUCH OF ANYTHING THAT ANYONE CAN UNDERSTAND, MUCH LESS RELATE TO...." "AS BAD AS WALLACE LOOKS TO US, HUMPHREY DOESN'T LOOK THAT MUCH BETTER."

C B S

CHARLES KURALT FOR WALTER CRONKITE.

LEAD STORY: 5 MINS. ON APOLLO FLIGHT RE,ENTRY.

N-2:00 NIXON: 2 MIN. FILM CLIP OF WHISTLESTOP THROUGH OHIO. 1 MIN. ON WHISTLESTOPS IN GENERAL--TECHNIQUES OF THE PAST; ALMOST AN ANACHRONISM. 1 MIN. OF NIXON ON TRAIN PLATFORM ASSAILING HHH ON FOREIGN POLICY. INTRODUCTORY COMMENTARY BY JURALT OF 15 SECS. TOTAL TIME, 2:15.

H 1:30 HUMPHREY: 1-1/2 MIN. FILM CLIP OF HHH IN TEXAS. COMMENTARY THAT HHH IS NOT ONLY RUNNING AGAINST NIXON AND WALLACE, BUT TRYING TO PATCH UP HIS OWN PARTY AS WELL. PICTURES OF HHH WITH CONNALLY AND YARBOROUGH AT AIRPORT; COMMENTARY SAID; ONE COULD ASSUME HE'S HAVING SOME MEASURE OF SUCCESS. SHOWED SCENES OF HIS FT. WORTH RALLY -- DESCRIBED AS LARGEST NOON-HOUR CROWD OF HIS CAMPAIGN. SHOWS HHH ASKING QUESTION: "WHO CAN AMERICAN PEOPLE TRUST--THAT'S THE WORD, TRUST -- TO LEAD AMERICA?"

W 1:15 WALLACE, 15 SEC., COMMENTARY ONLY ABOUT HAVING HECKLERS THROW EGGS, ROCKS, ETC., AT HIM IN OSHKOSH, WISC., INCLUDING AN APPLE CORE THAT HIT HIM.

L- 1:15 LE MAY: 15 SECS., COMMENTARY ONLY. SAID THAT INTEGRATION IS ANSWER TO RACIAL PROBLEMS. THINKS WALLACE AGREES.

CONTINUATION OF SPECIAL SERIES ON FILMS OF CANDIDATES IN ABSENCE OF DEBATES. TONIGHT'S QUESTION: "WHAT WOULD YOU HAVE THE FEDERAL GOVERNMENT DO TO HELP THE CITIES?"

H- 1:58 HHH: CITIES ARE IN DIRE TROUBLE -- INCAPABLE OF GETTING OUT OF IT WITH THEIR INCOME BASE -- GRANTS, REVENUE SHARING TO MEET NEEDS. ONLY STRINGS WOULD BE TO SET UP PROPER FORMULA FOR STATES. THERE ARE MANY NEEDS -- IMMENSE NEEDS. WHEN YOU MEET THESE NEEDS, YOU GET MORE ADDED INCOME FROM THESE PEOPLE THAN YOU WOULD OTHERWISE HAVE TO SPEND TO SOLVE PROBLEMS. TIME, 1 MIN., 50 SEC.

Total RN: TAX CREDITS -- HUMAN INVESTMENT ACT -- TO PRIVATE INDUSTRY:

- N- 5:00 (1) TO SET UP JOBS FOR THESE PEOPLE.
- H- 3:30 (2) PRIVATE INDUSTRY; BRING BUSINESS INTO THESE AREAS.
- W- 3:30 (3) MAKE AVAILABLE LOANS FOR THESE PEOPLE SO THEY CAN BRING RESIDENTS INTO PRIVATE INDUSTRY, NOT ONLY AS WORKERS, BUT OWNERS AND MANAGERS -- LET THEM GET A PIECE OF THE ACTION.
- L- 1:15 TIME, 1 MIN., 25 SECS.

GCW: USE POVERTY MONEY THAT'S BEEN GOING DOWN DRAIN FOR TRAINING-APPRENTICESHIPS, ETC. BRING PRIVATE INDUSTRY INTO OPEN, BROAD AREAS TO SPREAD PEOPLE OUT. GIVE MONEY BACK TO LOCAL GOVERNMENTS AND STATES IN BLOCK GRANTS INSTEAD OF ADMINISTRATIVE STAFF IN WASHINGTON DICTATING HOW IT'S GOING TO BEST BE SPENT. TIME, 1 MIN., 55 SECS.

A B C

PRE-EMPTED BY OLYMPICS

END...THAT'S ALL FROM HERE FOR TONIGHT...GA OR END.

TY, TU. END.

TV EVENING NEWS COVERAGE - THURS. OCT. 10, 1968

NBC NEWS

NO DIRECT COVERAGE OF THE TOP CANDIDATES WAS GIVEN TONIGHT, OTHER THAN A 20 SECOND SQUIB THAT WALLACE WILL SEND LEMAY TO VIETNAM ON INSPECTION TRIP.

LEAD STORY OF 1 MIN. THAT PRESIDENT ASKED WARREN TO STAY ON THE COURT. WARREN'S DISLIKE FOR NIXON GIVEN BY ANNOUNCER AS REASON FOR ORIGINAL WARREN OFFER TO RESIGN SO THAT JOHNSON COULD APPOINT SUCCESSOR.

CLIPS OF JOHNSON'S RADIO ADDRESS IN SUPPORT OF HUMPHREY GIVEN FOR 3:15 MIN. PORTION SHOWN WAS LBJ'S EXPLANATION THAT "THERE IS A DIME'S WORTH OF DIFFERENCE" BETWEEN THE TWO MAJOR CANDIDATES. "NIXON IS THE ONEWHO CAST THE TIE-BREAKING VOTE ~~FOR~~....; NIXON IS THE ONE.... WHO, ETC. ETC."

AGAINST AID TO EDUCATION...

SAID MEDICARE WOULD DO MORE HARM THAN GOOD.

ANNOUNCEMENT OF LATEST GALLUP POLL AND CHRISTIAN SCIENCE MONITOR SURVEY GIVEN FOR 45 SEC.

WRAP UP OF CONGRESSIONAL ACTION ON TV DEBATES GIVEN FOR 3 MIN. CLIP OF MUSKIE DENOUNCING REPUBLICANS FOR REFUSING TO DEBTE RAN FOR 30 SEC., FOLLOWED BY 20 SEC. OF DIRKSEN EXPLAINING THAT DEMOCRATS KILLED A DEBATE BILL IN 1964 ..."IF IT WAS FISH THEN, WHY IS IT FOWL TODAY?" (ANSWER DESK CHECK OF THE ROLL CALL VOTE ON AUGUST 18, 1964, SHOWS THAT MUSKIE VOTED WITH HUMPHREY TO TABLE THE DEBATE BILL).

ABC NEWS

LEAD POLITICAL STORY WAS REPORT THAT SENATE REPUBLICANS REFUSED TO PROVIDE A QUORUM FOR THE TV DEBATE BILL. MUSKIE GOT 1:25 SEC. FILM TIME TO DENOUNCE DIRK!F

TV EVENING NEWS 9/30/68

CBS - NIXON, 30 SEC., STARTING AT 6:36. COMMENTARY ONLY, ON RN
POSSIBLY RESIGNING FROM CLUB WHICH DISCRIMINATES.

Haldeman

HUMPHREY, 4 1/2 MINS., 1ST ITEM. CBS POLL SHOWING HHH RUNNING
3RD. FIL ON HUMPHREY IN UTAH INTERSPERSED WITH COMMENTARY ON
HHH IMAGE.

AGNEW. NOTHING.

MUSKIE. NOTHING.

WALLACE, 3 MINS. FILM ON WALLACE IN CHICAGO WITH INTERVIEWS OF
PERSONS THERE.

ABC - NIXON, FIVE SEC., STARTING 7:05. SCHEDULE ONLY.

HUMPHREY, 3 1/2 MINS., 1ST ITEM, FILM ON UTAH AND SPEECH ON
DISSENTERS.

AGNEW. NOTHING.

MUSKIE. NOTHING.

WALLACE, 2 1/2 MINS., THIRD ITEM, FILM AND COMMENTARY ON
CHICAGO VISIT.

GUEST COLUMNIST STEWART ALSOP, 3 MINS., ON NIXON.

NBC - NIXON, 15 SECS., STARTING AT 6:36. FILM ON NIXON AND ROMNEY.

HUMPHREY, 2 MINS., 1ST ITEM. FILM ON HHH IN UTAH. GALLUP POLL.

AGNEW. NOTHING.

MUSKIE. NOTHING.

WALLACE, 2:25 MINS., STARTING AT 6:33. FILM ON WALLACE IN
CHICAGO, WALLACE SAYING HE WOULDN'T DEBATE IF HE WERE NIXON
EITHER.

*#-10
WB*

THE ANSWER DESK HAS PREPARED AT THE REQUEST OF KEY ISSUES A LARGE
NUMBER OF PERTINENT QUOTES RELEVANT TO TONIGHT'S HUMPHREY SPEECH.
IF YOU REQUIRE ANYTHING MORE THAN YOU HAVE OF THIS TYPE (OR ALREADY
RECEIVED FROM THEM) PLEASE LET ME KNOW AND WE'LL RUN THE FULL
TAPE OF QUOTES FOR YOU (ABOUT 25 MINS)...GA

MORE

Haldeman

WW@PK8@HTV EVENING NEWS -- OCT. 1, 1968

NBC - NIXON, 2 MINS., STARTING AT 6:38. FILM AND COMMENTARY ON NIXON RESPONSE TO HUMPHREY BOMBING PROPOSAL.

HUMPHREY, TWO SPOTS OF 3 MINS EACH, STARTING AT 6:35 AND 6:42. FILMS ON VIET SPEECH, ON HHH BEING HIS OWN MAN, AND ON NASHVILLE SPEECH RE WALLACE.

AGNEW, NOTHING.
MUSKIE, NOTHING.

CBS - NIXON, 3 MINS., STARTING AT 6:38. FILM ON RESPONSE TO HHH SPEECH.

HUMPHREY, 3 MINS., STARTING AT 6:35. FILM ON VIET SPEECH.

AGNEW, NOTHING.
MUSKIE, NOTHING.

SPECIAL, ERIC SEVAREID ANALYSIS ON HUMPHREY SPEECH, CITES EFFECT CHUCK ROBB HAS ON LBJ VIET DECISION-MAKING.

ABC - NIXON, 25 SEC., STARTING AT 7:03. FILM ON REACTION TO HUMPHREY SPEECH.

HUMPHREY, 2 MINS., STARTING AT 7:01. FILM ON VIET SPEECH.

AGNEW, NOTHING.
MUSKIE, NOTHING.

ALSO, FRANK REYNOLDS COMMENT ON HUMPHREY SPEECH, "IT SEEMS TO ME HUMPHREY DID NOT DO WELL LAST NIGHT... HE WOULD NEED A RESPONSE FROM THE COMMUNISTS, AND THIS IS NO DIFFERENT FROM JOHNSON."
REYNOLDS SAYS NIXON OPERATING FROM SOUND POSITIO

END OF TRANS.

RMN VA

*N 5:25
A-11*

MIN PLS

TV EVENING NEWS COVERAGE - OCTOBER 3, 1968

TOP POLITICAL STORY OF THE DAY WAS WALLACE'S CHOICE OF LE MAY FOR HIS RUNNING MATE. ALL NETWORKS CARRIED THE ENTIRE PITTSBURGH PRESS CONFERENCE LIVE THIS MORNING (10 AM EDT), BUT EVENING NEWS SHOWS CONCENTRATED ON 3-4 MIN. COLLOQUY BETWEEN LE MAY, THE PRESS, AND WALLACE EXPLAINING WHAT THE GENERAL MEANT WHEN HE SAID HE WOULD NOT SHRINK FROM USING ALL WEAPONS NECESSARY TO WIN THE WAR IN VIETNAM. PRESS WAS FAIRLY SUCCESSFUL IN TRYING TO PAINT LE MAY AS A NUCLEAR ADDICT.

NBC:

NIXON, 10 SEC. COMMENTARY THAT HE WAS IN ATLANTA TODAY AND THINKS HE CAN BEAT WALLACE.

HUMPHREY, 10 SEC. BLURB THAT HE WAS CAMPAIGNING IN WEST VIRGINIA TODAY.

AGNEW, NOTHING.

MUSKIE, NOTHING.

WALLACE, LEAD STORY, 1 MIN. ANNOUNCEMENT OF HIS SELECTION OF LE MAY, PLUS 5 MIN FILM CLIP OF PITTSBURGH PRESS CONFERENCE.

ABC:

NIXON, 2 MIN. REPORT BY TED COBBLE ON ATLANTA PARADE. QUOTED NIXON AIDE AS SAYING RN HOPES HHH WILL DO BETTER IN GEORGIA THAN NOW PREDICTED RN EXPECTED TO CARRY ATLANTA, BUT REST OF STATE CONCEDED TO WALLACE.

HUMPHREY, 2 1/2 MIN FILM COVERING MOTORCADE IN WEST VIRGINIA. HHH SHOWN IN HAPPY MOOD AS HE CRIES TO CHEERING CROWD, "MR. NIXON, I'M GONNA STING YA AND STING YA UNTIL YOU TAKE UP MY CHALLENGE." LATER IN BLUEFIELD, "THE REPUBLICANS NEVER GAVE YOU A DIME." COMMENTATOR NOTED THAT HHH NOW MAKING TOUGHER, SHARPER SPEECHES AND THAT HHH CROWDS CHARACTERIZED BY MORE BLACK PEOPLE THAN ANY OTHER CANDIDATE. ALSO CONCEDED THAT IT IS DOUBTFUL IF HHH HAS GAINED ANY NEW STRENGTH WITH HIS FORAY INTO THE SOUTH, BUT THE CAMPAIGN FINALLY SEEMS TO BE ROLLING.

AGNEW, NOTHING.

MUSKIE, NOTHING.

WALLACE, LEAD STORY, 3 1/2 MIN. FILM CLIP OF PITTSBURGH PRESS CONFERENCE FOLLOWED BY 2 MIN APPRAISAL OF LE MAY DEVELOPMENT BY HOWARD K. SMITH. SMITH NOTED THAT LE MAY COMMANDED THE BOMBER FORCE THAT DROPPED THE FIRST A-BOMB ON JAPAN, AND HAD URGED BOMBING VIETNAM BACK INTO THE STONE AGE, CALLED ATTENTION TO HHH'S BOMB HALT PROPOSAL AND CONCLUDED IT IS TIME FOR NIXON TO STATE WHERE HE STANDS.

BILL LAWRENCE GAVE A 2 MIN. REPORT ON THE OPTIMISM BUILDING UP IN THE DEMOCRATIC NATIONAL COMMITTEE HQ AS A RESULT OF HHH'S BOMB HALT SPEECH AND THE RELEASE OF POLLS SHOWING HHH LEADING IN 18 STATES. MAIL IS POURING IN ALONG WITH MANY SMALL CONTRIBUTIONS. DNC ASSESSMENT OF THE CAMPAIGN AT THIS TIME: RN 205 ELECTORAL VOTES, HHH 189, GW 72, AND UNDECIDED 72.

N 4:10 CBS:

NIXON, 2 1/2 MINS. FILM OF PARADE IN ATLANTA. RN SAYS IT IS GREATEST ATLANTA RECEPTION EVER. COMMENTARY: RN "OFFERING CONTRAST ON STYLE TO WALLACE." QUOTES RN AIDE AS SAYING ONLY-LY 1/3 OF WALLACE APPEAL IS RACIST, AND 2/3 IS "NATURAL CYNICS," IN REPLY TO WHICH RN SPEAK OF "FORGOTTEN AMERICAN." TO 2ND PART OF WALLACE'S CAMPAIGN, THAT HHH AND RN ARE "TWEEDLE-DUM AND TWEEDLE-DEE," RN NOW POINTS OUT DIFFERENCES BETWEEN THE TWO. AND THIRD PART OF RN STRATEGY IS NOW TO SAY THAT A VOTE FOR WALLACE IS A VOTE FOR HUMPHREY.

W 15 HUMPHREY, 30 SEC., COMMENTARY ONLY, HHH SAYS OF LE MAY THAT TO SPEAK OF NUCLEAR WEAPONS "SO LIGHTLY IS TO SHOW NO CONCEPTION OF THE REALITY OF THEIR TERROR."

AGNEW, NOTHING.

MUSKIE, NOTHING.

WALLACE, 6 MINS FILM CLIP OF PITTSBURGH PRESS CONFERENCE.

ERIC SEVEREID COMMENT ON LE MAY (3 MIN): AS GOLDWATER'S STATEMENTS ON NUCLEAR WEAPONS MISINTERPRETED IN 1964, SO LE MAY'S MAY BE, AND HIS STATEMENTS TODAY ARE NOT LIKELY TO DIE AWAY. LE MAY SEEMS TO BE SAYING HE WOULD STEP UP WAR AND BOMBING OF NORTH VIETNAM, ALTHOUGH HEAVY B BOMBING OF NORTH VIET ALREADY HAS NOT BROUGHT END TO WAR.

I HOPE THAT IS MORE WHAT YOU WANTED ON THE COVERAGE ... PLS LET US KNOW IF IT INXXX ISN'T.

TV EVENING NETWORK NEWS COVERAGE

*Copy
pro*

Haldeman L- for summary

CBS - NIXON, 30 SEC FILM CLIP OF WM. & MARY AMERICAN PHILOSOPHY SPEECH

HUMPHREY, 15 SEC COMMENTARY OF HHH REMARKS ON WAR DISSENTERS AND THEIR SCUFFLES. LEFT UNFAVORABLE IMPRESSION.

FORTAS, LEAD STORY, 4 MINS.

JOAN KENNEDY, 45 SEC FILM AND HER STATEMENT IN SUPPORT OF HHH AND INTENTION TO CAMPAIGN FOR SEN. BAYH.

WALLACE, 4 MIN., NO FILM, SPECULATING ON NAMING OF GEN. LE MAY AS RUNNING MATE.

ERIC SEVEREID GAVE 3 MIN. SUM-UP OF THIS YEAR'S ELECTION PROCESS, KNOCKING ALL CANDIDATES BY NAME, AND SCORING THE SENATE FOR ITS CLOTURE VOTE.

NBC - NIXON, 30 SEC FILM CLIP OF WM. & MARY SPEECH.

HUMPHREY, 20 SEC. CRITICIZING WALLACE'S CAMPAIGN TACTICS, PLUS 2 MIN. FILM CLIP OF HIM GREETING GOP TRUTH SQUAD.

AGNEW, 8 SEC. COMMENTARY OF HIS REMARKS CRITICIZING HHH BOMBING HALT PROPOSAL.

MUSKIE, 8 SEC. FILM CLIP SAYING REPUBLICANS HAVE NO VIETNAM POSITION.

ABC - FORTAS, LEAD STORY, 4 MIN.

NIXON, 2 MIN FILM OF WM. & MARY SPEECH. FAVORABLE COMMENT THAT NIXON WAS RAISING HIMSELF ABOVE POLITICS.

*N-3
H-3-15
W-9-1/2*

HUMPHREY, 2 1/2 MIN. FILM CRITICIZING WALLACE. COMMENTATOR NOTED HHH STATEMENT THAT HE IS NOW ON THE ROAD TO VICTORY.

AGNEW, 1 MIN. FILM CRITICIZING HHH BOMBING HALT PROPOSAL, CONTENDING IT UNDERCUTS PARIS NEGOTIATORS.

MUSKIE, 45 SEC. FILM CONTRASTING TODAY'S PROSPEROUS ECONOMY WITH THAT OF EISENHOWER YEARS.

WALLACE, 2 1/2 MIN. COVERAGE OF WALLACE RALLY. 1 MIN INTERVIEW DENYING HHH CHARGE OF SIMILARITY TO HITLER AND RECALLING THAT HHH USED TO GIVE CLENCHED FIST SALUTE AT POLITICAL MEETINGS AT BEGINNING OF HIS CAREER.

HG?SVW(Q/OV&[---M
RMN VA

RMN VA

RNC DC
WE SEEMED TO HAVE BEEN CUT OFF...WAS THERE ANYTHING ELSE YOU
NEEDED FROM US??????GA

ON THE WALLACE COVERAGE WAS THERE ANYMENTKON OF WALLACE ASKING HHH
WHAT HE DID DURING THE WAR?

AS I RECALL ONLY THE MENTION IN THE ABC INTERVIEW OF THE CLENCHED
FIST SALUTE...HOWEVER I DID NOT WATCH ALL THE PROGRAMS...SORRY.

LET ME MAKE A SUGGESTION. CAN YOU GIVE US ON THESE REPORTS A LITTLE
MORE OFTEN YOUR OWN PERSONAL EVALUATION OF WHETHER THEY ARE FAVORABLE
UNFAVORABLE ETC. GO AHEAD AND USE YOUR OWN JUDGMENT.

DO YOU WANT THE ONE'S THAT I SAW TONIGHT EVALUATED?

RIGHT

OK I WATCHED INTERMITTENTLY THE CBS AND ABC AND AS I RECALL
THE WALLACE CLIP ON ABC WAS THE USUAL OF THE DEMONSTRATORS PLAYING
INTO HIS HANDS...WITH LARGE CROWDS...THE INTERVIEW CRITIZING HHH
WAS IN HIS USUAL STYLE AND I BELIEVE QUITE EFFECTIVE TO THE AVERAGE
VIEW...ON THE WHOLE IT JUST REINFORCED WHAT WALLACE HAS BEEN SAYING

ON THE RN CLIP, I THOUGHT IT CAME OVER REAL WELL, AGAIN I BELIEVE
THAT THIS WAS ABC. HE MADE A POINT TO STRESS THAT RN HAD CALLED
FOR ORDERLY DISSENT, ETC. AND THAT WAS IN FACT WHAT GREETED HIM
OUTSIDE THE HALL...NOT DISRUPTION...ALSO IT MADE A POINT ABOUT
HIS TURNING MORE STATESMANLIKE IN THIS SPEECH TOXXX RATHER THAN
BEING IN A CAMPAIGN STYLE. ON WHOLE...VERY EFFECTIVE.

THE ERIC SEVEREID COMMENTARY WAS CRISP AND TO SOME EXTENT BRUTAL
TO ALL
BESIDES THAT I DON'T THINK I WAS IN THE ROOM FOR THE REST....WAIT
I DID SEE THE AGNEW BIT ON ABC AND THE REPORTER PINNED HIM TO A
WALL AND QUESTIONED HIM ABOUT HIS CRITICISM OF HHH BEING SO HARSH
USING THE PHRASE..."AIDING AND ABETTING THE ENEMY." AND FINALLY
GOT STA TO SAY THAT THIS WAS IN EFFECT WHAT HHH WAS DOING...IMPRES-
SION WAS THAT STA WAS BEING A LITTLE TOO HARD NOSED--REPEAT OF THE
SOFT ON COMMUNISM STUFF AGAIN EXCEPT WORDED MORE EFFECTIVELY.

THAT'S ABOUT ALL I CA XXX CAN REMEMBER WISH I COULD BE OF MORE
HELP. IN THE FUTURE WE WILL ENDEAVOR TO GIVE THESE A FINER EVALUA-
TION AS WELL AS CONTENT ANALYSIS FOR YOU. GA
IS THERE ANYTHING ELSE YOU NEED?

NO THATS ALL FOR TONIGHT THANKS

Summary of TV News
Coverage 9/30 - 10/4

Two events dominated coverage of this week
news. They were Humphrey's Viet Nam
Speech and Wallace choosing how he may
on a running mate. ~~But~~

Humphrey received a total of 10 minutes
of combined Network Coverage ~~with Report~~
in connection with his ~~speech~~ announcement
plus additional 7 minute coverage the following
night.

Wallace received

2 - Where did this come from?

give R.N. report only - yesterday noting other counter attack if needed

TV NETWORK EVENING NEWS COVERAGE:

September 26, 1968

L phone

NBC - NIXON, 2 min., (3rd item into program), film of Nixon refusal

to make Vietnam proposals. Favorable.

HUMPHREY, 2 min., (2nd item into program), film of foreign

policy address. Favorable.

AGNEW - nothing.

MUSKIE - Nothing.

WALLACE, 20 sec., (4th item into program), commentary only on Romney's calling him a racist. Unfavorable.

SPECIAL ON VOTER SURVEY, 3-1/2 min. film. All three voters

interviewed (in De Kalb, Ill; Calif.; and Washington, D. C.) prefer

Nixon. Very favorable

come to HRH & tally Rose will give to HRH.

ABC

NIXON, 3 min. 20. sec., (11 min. into program), commentary quoting aide as saying Nixon to intensify attacks on Humphrey, film on St.

Louis appearance and commentary that Nixon showing Kennedy qualities with crowds and now getting big response from youth. Very favorable

HUMPHREY, 2 min. 20 sec. (3rd item), film on San Francisco parade and foreign policy address. Commentary that Humphrey still not breaking with LBJ. Neutral

AGNEW, 5 sec., on spending day in Annapolis. Neutral

MUSKIE, 15 sec., on facing anti-war protesters again. Unfavorable.

WALLACE, 1-1/2 min. (3rd item), film on Romney calling him racist. Very unfavorable.

Commentary (Howard K. Smith: 3 min., analysis of Humphrey proposal: "I hope George Ball has better luck in his new job.")

TV NETWORK EVENING NEWS COVERAGE (Continued) September 26, 1968

CBS

NIXON, 1 min., 35 sec. (3 mins into program) film on St. Louis speech. Favorable

HUMPHREY, 3 min. 5 ;sec. film and commentary on Ball resignation and foreign policy address. Favorable.

AGNEW, nothing.

MUSKIE, nothing.

Commentary: 3 min. by Eric Sevaried on Humphrey chances for Presidency. Unfavorable

RMN NY

TO: BOB HALDEMAN
FROM: JACK CARLEY
SUBJECT: DAILY REPORT
DATE: 4 NOVEMBER 68

THIS IS THE LAST OF THESE REPORTS. SAFE FLIGHT BACK TO
SAVOR THE VICTORY.

DELAWARE

2. BUCCI POLL:

RN-45%, HHH-41, GW-14

THE SPECIFIC BREAKDOWN:

	RN	HHH	GW	UND
DEMOCRAT	19%	62%	15%	4%
REPUBLICAN	76	12	6	6
INDEPENDENT	40	36	17	6
TOTAL	41.8	40.6	12.7	4.9
ADJUSTED	45	41	14	

JACK JORDAN REPORTS THAT DELAWARE HAS BEEN A GOOD BAROMETER OF
NATIONAL SENTIMENT. FOR INSTANCE, IN THE LAST TWO PRESIDENTIAL
ELECTIONS, IT HAS COME "WITHIN .03% OF THE COUNTRY IN DECIDING THE
OUTCOME...."

FLORIDA

1. BILL MURFIN PREDICTS A 125,000 PLURALITY FOR RN. HIS ESTIMATE
IS RN-40%, HHH-26%, GW-34%. HE FEELS THE BOMBING HALT IS
HAVING NO EFFECT.

ILLINOIS

2. THE FINAL CHICAGO SUN-TIMES POLL:

RN-46.86
HHH-39.64
GW-13.50

BASED ON THESE FIGURES, THEY PROJECT A 425,000 PLURALITY.

IOWA

2. DES MOINES REGISTER STATEWIDE POLL:

RN-57%, HHH-38, GW-5, UND-5

MICHIGAN

1. THE STATE REGISTRATION IS UP 200,000 FROM 1964. IN DETROIT IT
IS DOWN SOME 54,000 BUT WAYNE COUNTY AS A WHOLE IS UP 83,000.

ABSENTEE BALLOTS IN REPUBLICAN AREAS ARE VERY HIGH, AND THE
FAVORABLE AREAS ARE QUITE READY TO GET OUT THE VOTE.

AGNEW APPEARANCE YESTERDAY FILLED A HALL OF 1100 AND HAD THE
SAME NUMBER WAITING OUTSIDE.

2. DETROIT NEWS POLL, PUBLISHED TODAY:

RN-38%, HHH-47, GW-11, UND-4

ELLY PETERSON DISPUTES THESE FIGURES AND REPUTES THAT THE SAMPLE
WAS TAKEN IN THREE AREAS (WAYNE, MCCONE, AND OAKLAND), TWO OF WHICH
ARE DEMOCRATIC (WAYNE AND MCCONE).

MINNESOTA

1. RN VISIT TO ROCHESTER HIGHLY SUCCESSFUL. AN INTENSIVE EFFORT TO GET OUT THE VOTE IS UNDERWAY.
2. A TELEVISION POLL SHOWS RN GAINED IN THE LAST MONTH. IN SEPTEMBER HHH LED 47-32, BUT IN OCTOBER THE GAP WAS 47-45.

MISSOURI

2. ST. LOUIS GLOBE DEMOCRAT STATEWIDE POLL:
RN-38%, HHH-32.2, GW-15.9%, UND-13.9

KENTUCKY

1. OUR PEOPLE ARE CONFIDENT THAT RN WILL CARRY STATE. THERE SEEMS TO BE NO VISIBLE MOVEMENT TO HHH. ELECTION DAY ACTIVITIES READY.

NORTH CAROLINA

1. GENE ANDERSON PREDICTS RN WILL RECEIVE 38-40% OF THE VOTE, AND THE REST WILL SPLIT EVENLY BETWEEN GW AND HHH. ELECTION DAY ACTIVITIES READY.

NORTH DAKOTA

1. A STRONG GET-OUT-THE VOTE DRIVE IS UNDERWAY.

PENNSYLVANIA

2. BUCCI POLL:
RN-46, HHH-42, GW-12

SOUTH CAROLINA

1. HARRY DENT PREDICTS RN WILL CARRY THE STATE. HIS ITEMIZED PREDICTION IS RN-40%, GW-30%, HHH-30% BECAUSE RN IS PICKING UP GW VOTE AS HHH GAINS STRENGTH NATIONALLY.

SOUTH DAKOTA

2. REPUBLICAN POLL SHOWS RN-58%, HHH-26, GW-10. TREMENDOUS ENTHUSIASM.

TENNESSEE

1. BOB FARRIS PREDICTS RN WILL WIN STATE BY 50,000, AND SENATOR HOWARD BAKER FORECASTS A 75,000 MARGIN. ELECTION DAY ACTIVITIES ARRANGED.

26 October 68

TO: Bob Haldeman
FROM: Jack Carley
SUBJECT: Daily Reports

ILLINOIS

The Chicago Sun-Times Poll for 27 October is:

RN-45.88	Dirksen-59.66	Oglivie-53.14
HHH-38.76	Clark-40.34	Shapiro-46.86
GW-15.36		

As for the last two days, all three Republicans are losing strength. Compared to the previous poll, RN is down .54% and HHH is up .80%. This pattern is a continuation of the apparent trend since 23 October.

NEW JERSEY

A straw vote at Union College(Union County) favored RN.

RN-45%
HHH-20%
GW-23%
Und-12%

NEW YORK

John Gilhooley reports that the New York Daily News Poll to be published tomorrow will show that RN is now behind in New York. The results are:

RN-41.9
HHH-46.1
GW-8.0
Und-4.0

The previous poll had given RN a two-point lead.

PENNSYLVANIA

The Erie Times published a poll covering the 24th Cong. District, which is about even in party registration and was carried by JFK in 1960(97,000 to 93,000).

PENNSLYVANIA(Continued)

RN-49.4

HHH-35.6

GW-13.8

Dick Gregoroy-1.2

The paper also did a poll for the 23rd C. D. but included only three counties(Warren, Denange, McKean)in the sample. It is a Republican area, and the results agreed.

RN-48.5

HHH-30.3

GW-21.2

Nixon Agnew

Campaign Committee

450 Park Avenue
New York, N.Y. 10022
(212) 661-6400

25 October 68

TO: Bob Haldeman
FROM: Jack Carley
SUBJECT: Daily Report

In addition to the fourteen states reported, there are interesting polls from two other states, Maryland and Washington, which you might ponder.

MARYLAND

From an integrated district in Baltimore that is 3-1 Democrat in registration RN-32.1%, HHH-14.1%, GW-9.8%, Und-44%. The pattern is repeated in a district composed of "poor whites". RN-41, HHH-15.3, GW-7.3, Und-36.2. The undecided vote is enough to raise eyebrows.

WASHINGTON

From the Seattle Post Intelligence (25 October) via Craig Truax, the Quayle Poll for the state:

<u>Date</u>	<u>RN</u>	<u>HHH</u>	<u>GW</u>	<u>Und</u>
20 Sept	43	31	12	14
22 Oct	37	36	9	18

FLORIDA

1. GENERAL POLITICAL INFORMATION:

Bob Lee and Dick Danner are now working in Florida. At present, Wallace seems to be running 60-70% in Northern Florida. Notwithstanding that fact, the contest is very close between RN and GW. Lee will report his estimate of which way state will go on Monday (28 October).

2. POLLS:

3. PUBLICATION ENDORSEMENTS:

Fort Myers News Press (29 September)

4. NIXON NEIGHBOR PROGRAM:

Alan Peterson has toured all operations in the state and calls the response "very good". Especially rewarding is the response in Black neighborhoods. As a matter of mechanics, Peterson is wisely bridging the ethnic and race barriers by employing black operators in black neighborhoods and recruiting Spanish-speaking voters in the Miami area in their own tongue. The Miami operation for Mexicans and Cubans is being handled as separate from the general program.

5. ORGANIZATIONAL CHANGES:

ILLINOIS

1. GENERAL POLITICAL INFORMATION:

The registration in Cook County is down 140,000, but the suburbs around Cook County have increased by 110,000.

2. POLLS:

No SUN-TIMES POLL ON SATURDAY

3. PUBLICATION ENDORSEMENTS:

4. NIXON NEIGHBOR PROGRAM:

5. ORGANIZATIONAL CHANGES:

KENTUCKY

1. GENERAL POLITICAL INFORMATION:

Aside from organizing the court houses in order to get 20% of the vote, the Democrats are not recognized as a major party. Any efforts by the Democrats hurt Wallace.

The Cook campaign is strong and should help RN.

2. POLLS:

Thirteen University polls reveal RN has about 50% of the student preferences.

3. PUBLICATION ENDORSEMENTS:

4. NIXON NEIGHBOR PROGRAM:

Reports indicate that there are 400-500 volunteers each day from Lexington and 600 a day for the past three days in Louisville.

5. ORGANIZATIONAL CHANGES:

MICHIGAN

1. GENERAL POLITICAL INFORMATION:

2. POLLS:

3. PUBLICATION ENDORSEMENTS:

Detroit Free Press

4. NIXON NEIGHBOR PROGRAM:

5. ORGANIZATIONAL CHANGES:

MISSOURI

1. GENERAL POLITICAL INFORMATION:

2. POLLS:

Kirksville(NW part of state)TV Poll: RN-35, GW-30, HHH-25, UND_10

From St. Louis High Schools:	<u>RN</u>	<u>HHH</u>	<u>GW</u>
Southwest(98% white)	39%	30%	31%
St. Louis High(private)	40.5	51.3	9.2
The Bride(Catholic)	29.7	49.8	20.5
Parkway	59	29	11
Upper Middle St. Louis(100% Blk)	9	91	0
" " " (90% black)	8.2	90	1.2
From the Univ of Missouri	55.5	35.5	9.95

~~XXXX PUBLICATION ENDORSEMENTS~~

St. Louis Globe-Democrat Poll	<u>RN</u>	<u>HHH</u>	<u>GW</u>	<u>Und</u>
(Same as 1960 sample)				
City of St. Louis(Reg: 270,000)	26.5	50	11.2	12.3
County of St. Louis(Reg: 70,000)	41.8	28.6	15.5	16.1

4. NIXON NEIGHBOR PROGRAM:

5. ORGANIZATIONAL CHANGES:

NEW JERSEY

1. GENERAL POLITICAL INFORMATION:

Nelson Gross has been concentrating a major portion of his recent time on the New Jersey visit on Saturday. His problems were in Jersey City, but he is satisfied everything will be fine at each stop.

Although the Bergen Evening Record (the largest newspaper in Northern Jersey) feels RN will win, there is no indication of an endorsement for anyone as of now.

2. POLLS:

3. PUBLICATION ENDORSEMENTS:

Perth Amboy Evening News (24 October)

4. NIXON NEIGHBOR PROGRAM:

5. ORGANIZATIONAL CHANGES:

NEW YORK

1. GENERAL POLITICAL INFORMATION:

County Chairmen in general are annoyed with the New York Daily News poll of last Tuesday because they think it inaccurate. For instance, contrary to the results of the poll, the editors of the Buffalo Evening News (which has endorsed us) and the Buffalo Courier Express both feel RN will win the county in excess of 30,000 vote plurality.

Seven County Chairmen from Western New York are reputedly so incensed by the poll that they intend to prove it wrong. In New York City the infamous poll has resulted in more activity and spending of money by the local organizations.

2. POLLS:

3. PUBLICATION ENDORSEMENTS:

Albany Times Union

4. NIXON NEIGHBOR PROGRAM:

5. ORGANIZATIONAL CHANGES:

NORTH CAROLINA

1. GENERAL POLITICAL INFORMATION:

2. POLLS:

3. PUBLICATION ENDORSEMENTS:

Charlotte Observer

4. NIXON NEIGHBOR PROGRAM:

5. ORGANIZATIONAL CHANGES:

OHIO

1. GENERAL POLITICAL INFORMATION:

2. POLLS:

3. PUBLICATION ENDORSEMENTS:

Salem News (21 October)
Napoleon Northwest Signal
Mansfield News

4. NIXON NEIGHBOR PROGRAM:

5. ORGANIZATIONAL CHANGES:

PENNSYLVANIA

1. GENERAL POLITICAL INFORMATION:

2. POLLS:

Northampton County: Democrats lead 2-1 in registration, but it is lowest since 1952. Poll gives RN-36, HHH-44, GW-4, and Und-16.

A ballot poll taken at Scott's Paper Plant in Philadelphia, which comprised 64% of the blue and white collar workers there (787 votes), gave RN-420 (51.3%), HHH-206 (26.1), GW-123 (15.4), Und-28 (9.2).

3. PUBLICATION ENDORSEMENTS:


Suburban and Wayne Times (wkly, 3 Oct)
Butler Eagle
Leader Vindicator
Meadville Tribune
Democrat Evening Standard
Wilkes-Barre Times Leader Evening News
Lancaster New Era

4. NIXON NEIGHBOR PROGRAM:

5. ORGANIZATIONAL CHANGES:

SOUTH CAROLINA

1. GENERAL POLITICAL INFORMATION:

A direct mailing of 700,000 copies of the "Thurmond Speaks" brochure is being made to all registered voters.

2.

POLLS:

RN is receiving 60-85% "on all college polls."

3. PUBLICATION ENDORSEMENTS:

4. NIXON NEIGHBOR PROGRAM:

5. ORGANIZATIONAL CHANGES:

TEXAS

1. GENERAL POLITICAL INFORMATION:

2. POLLS:

3. PUBLICATION ENDORSEMENTS:

San Antonio Light

4. NIXON NEIGHBOR PROGRAM:

5. ORGANIZATIONAL CHANGES:

RMN-PA

RMN NY
28 OCTOBER 68

TO: BOB HALDEMAN
FROM: JACK CARLEY
SUBJECT: DAILY REPORT

IN ADDITION TO THE FOURTEEN STATES NORMALLY REPORTED, THERE IS INFORMATION FROM TWO OTHERS THAT MAY BE OF INTEREST.

WASHINGTON

THE 25 OCTOBER REPORT CONTAINED A COMPARISON OF TWO QUAYLE POLLS, ONE TAKEN IN LATE SEPTEMBER AND THE OTHER IN THE THIRD - WEEK OF OCT

GUMMY JOHNSON OF WASHINGTON HAS PRODUCED ANOTHER POLL, THE CENTRAL SURVEYS REGIONAL POLL, WHICH DIFFERS FROM THOSE OF QUAYLE.

	23 SEP-30 OCT	REP	DEM	IND
RN	43	76	21	33
	29	5	50	11
HHH	29	5	50	1-
				GW
UND	16	10	15	45
	18 OCT-24 OCT	REP	DEM	IND
RN	43	84	16	33
HHH	37	5.5	63	24
GW	6	3	6	10
UND	14	6.5	14	33

ACCORDING TO JOHNSON, QUAYLE RUNS THREE TO FOUR PERCENT MORE DEMOCRATIC THAN THE CENTRAL SURVEYS, AND THE SURVEYS, IF PAST EXPERIENCE IS ANY GUIDE, ARE TWO TO THREE PER CENT MORE DEMOCRATIC THAN THE ACTUAL VOTE. HOWEVER, THIS ANALYSIS IS SUBJECT TO QUESTION BECAUSE THE QUAYLE POLLS ARE ALMOST THE EXACT SAME AS THE CENTRAL SURVEYS IN GAUGING DEMOCRATIC VOTE. IT SHOULD BE NOTED ALSO THAT THE CENTRAL POLL OF LATE OCTOBER DID NOT INCLUDE THE 4TH C.C., THE SECOND MOST REPUBLICAN DISTRICT IN THE STATE.

INDIANA

-IN A POLL OF 4,000 STUDENTS AT INDIANA STATE UNIVERSITY, RN WAS PREFERRED 2-1. ALSO, THE TERRE-HAUTE STAR ENDORSED RN.

-CALIFORNIA

- 2. FIELD POLL (18:21 OCTOBER, 977 SAMPLE):
RN-50, HHH-34, GW-9, UND-6
OF THOSE MOST LIKELY TO VOTE:
RN-52, HHH-33, GW-8
ELIMINATING WALLACE FROM THE BALLOT:
RN-49, HHH-20, NEITER-18, NO OPINION-13

FLORIDA

- 1. THE DETAILED ANALYSIS OF THE STATE FROM BOB LEE WILL BE GIVEN TOMORROW.
- 2. FROM A 14,000 SAMPLE POLL OF ALL COLLEGES, RN-51%, HHH-32, GW-16.
- 3. THE PERRY CHAIN OF NEWSPAPERS (18 NEWSPAPERS IN 12 CITIES) WILL START A SERIES OF ENDORSEMENTS THIS WEDNESDAY.

ILLINOIS

- 2. THE CHICAGO SUN-TIMES POLL SHOW RN GAINING BACK WHAT HE LOST LAST WEEK.

	28 OCT	29 OCT
RN	46.29	46.39
HHH	38.26	38.52
GW	15.45	15.09

- 3. WAUKEGAN NEWS-SUN
MOLINE DISPATCH
ROCK ISLAND ARGUS

CHICAGO SOUTH SUBURBAN NEWS
BLOOMINGTON PPANTAGRAPH
-CHICAGO AMERICAN IS EXPECTED TO ENDORSE RN ON 3 NOVEMBER.

MICHIGAN

3. LANSING STATE JOURNAL
PORT HURON TIMES-HERALD

-MISSOURI

2. UNIVERSITY OF MISSOURI, ST. LOUIS DIVISION:
RN-36
HHH-50.9
GW-7.5
UND-5.6
3. CAPE GIRARDEAU SOUTH EAST MISSOURIAN
CARTHAGE PRESS

-NEW JERSEY

- 1. THE GENERAL ESTIMATE IS THAT RN IS HOLDING FIRM, AND THERE IS "NO PANIC" IN THE RANKS. IN ADDITION, THERE IS STILL ADVERSE COMMENT OVER THE MEDICARE ISSUE HERE, FOR THE RN SATURDAY STATEMENT DIDN'T GET ADEQUATE COVERAGE. ANYTHING TO SQUELCH THE HHH ADS WOULD BE HELPFUL.
3. NEWARK NEWS
BERGEN EVENING RECORD
PATERSON CALL
ASBURY PARK PRESS
LONG BRANCH RECORD
CAMDEN COURIER-POST IS EXPECTED TO ENDORSE RN SOON.

TEXAS

1. ALAN SHIVERS IS ON A STATEWIDE TELCAST THIS WEDNESDAY. THE ROCKEFELLER RADIO TAPES IN SPANISH ARE ON TH MEXICAN-AMERICAN RADIO STATIONS.
2. MERRILL-WIRTHLIN REPOLLED PREVIOUSLY UNDECIDED VOTERS.
RN-37%
HHH-46
GW-17
BASED ON THIS BREAKDOWN OF THE PREVIOUSLY UNDECIDED 13%, THEY NOW PROJECT THE STATEWIDE RESULT AS:
RN-48%
HHH-33
GW-24

TEXAS

THE FOLLOWIN ARE COLLEGE POLLS.

COLLEGE	RN	HHH	GW
SOUTHERN METHODIS UNIV.	69.1%	19.4%	11/5%
ABILENE CHRISTIAN COLLEGE	69.6	8.8	15.9
LAMAR STATE	43.4	25.9	30.7
SOUTHWESTERN UNIVERSITY	69.0	23.7	4.8
NORTH TEXAS STATE UNIV.	54.9	18.6	13.3
UNIV. OF TEXAS LAW SCHOOL	44.5	33.2	4.0
BAYLOR UNIVERSITY	68.3	17.5	14.0
UNIV. OF TEXAS (EL PASO)	52.0	28.0	14.0
SAM HOUSTON STATE COLLEGE	53.9	16.5	29.7
TEXAS WOMEN'S UNIVERSITY	49.5	40.5	7.9

VIRGINIA

2. HIGH SCHOOL POLLS HAVE BEEN RUNNING RN, HHH, GW. HOWEVER, NO BLACKS HAVE BEEN INVOLBED IN THE SAMPLES TAKEN. HAD THERE BEEN BLACKS, THE POLLING ORDER WOULD HAVE BEEN HHH, RN, GW.
3. DANVILLE REGISTER. IT IS THE FIRST TIME IN THE 121-YEAR HISTORY OF THE NEWSPAPER THAT THEY HAVE ENDORSED A REPUBLICAN. EVEN MORE STARTLING IS THE FACT THAT IT IS LOCATED IN THE HEART OF WALLACE COUNTRY AD WAS EXPECTED BY OUR LEADERS OTO ENDORSE WALLACE. END.

ADDENDUM	23 SEP-30 OCT	REP	DEM	IND
GW	12	9	14	11

WE AE ARE LEAVING NOW - HAVE TO STOP
1MN-ZA

RMN NY

RMN NY
ISTHIS SYRACUSE?

P
RMN NY

RMN NY
OCT 29, 1968
TO: BOB HALDEMAN
FROM: JACK CARLEY
SUBJECT: DAILY REPORT

CALIFORNIA

3. D'ITALO-AMERICANO (ITALIAN NEWSPAPER IN LOS ANGELES)
SAN MATEO TIMES AND DAILY NEWS LEADER
VALLEJO TIMES-HERALD
VALLEJO NEWS CHRONICLE
4. THERE ARE 120,687 VOLUNTEERS AS OF 25 OCTOBER, WHICH REPRESENTS A GAIN OF 50,000 IN ONE WEEK.

FLORIDA

1. BOB LEE REPORTS THAT THE ORGANIZATION FINISHED MAKING 25,269 TELEPHONE CALLS. THE RESULTS ARE:

RN-9016 (35.8%)
GW-4327 (17.0)
HHH-2499 (9.9)
UND-9427 (37.3)

BASED ON THESE FIGURES AND OTHER INFORMATION, LEE PROJECTS THE FINAL VOTE TO BE:

RN-760,000
GW-640,000

HHH-600,000

3. TAMPA TIMES

4. AS OF 25 OCTOBER, 35,308 PERSONS HAVE VOLUNTEERED. A SPECIFIC ANALYSIS OF THE JACKSONVILLE AREA, WHERE GW IS REPUTEDLY STRONG, INDICATES THE WALLACE STRENGTH IS ON THE WANE. FURTHERMORE, THERE IS STRONG FEELING THAT RN WILL RECEIVE A LARGER BLACK VOTE THAN EXPECTED.

ILLINOIS

2. THE CHICAGO SUN-TIMES POLL FOR 30 OCTOBER:

RN-46.41
HHH-38.48
GW-15.11

LOST IT BY

BASED ON THE LAST WEEK, THE POLL HAS EVENED OFF AND LITTLE, IF ANY, CHANGE IS EXPECTED. THE PAST HISTORY OF THE POLL IS THAT IT IS USUALLY WITHIN 2% OF THE CORRECT FIGURE. HOWEVER, WHEN THERE IS A LANDSLIDE IN THE MAKING, IT TENDS TO UNDERESTIMATE THE WINNER'S STRENGTH (E.G., ITS FINAL FORECAST FOR LBJ IN 1964 WAS 3% BELOW THE ACTUAL VOTE, AND THE SAME WAS TRUE FOR MAYOR DALEY'S LAST ELECTION.)

4. AS OF 25 OCTOBER, THERE ARE 67,064 VOLUNTEERS. THAT IS AN AN INCREASE OF 26,000 IN A WEEK.

KANSAS

2. STATEWIDE POLL USING A SAMPLE OF 1% FROM EACH COUNTY:

RN-59.3%
 HHH-23.7
 GW- 8.3
 UND- 8.7

KENTUCKY

1. GOVERNOR NUNN AND SENATORS MORTON AND COOPER BEGIN A STATEWIDE TOUR ON THURSDAY.

ADS ARE NOW RUNNING IN MAJOR DAILIES.

4. AS OF 25 OCTOBER, 7536 PERSONS HAVE VOLUNTEERED.

MISSOURI

2. THE FOLLOWING ARE POLLS TAKEN BY THE ST. LOUIS GLOBE DEMOCRAT FOR THE 9TH C.D. (NORTHEASTERN MISSOURI, 22 COUNTIES) AND THE 10TH C.D. (SOUTHEASTERN MISSOURI, 19 COUNTIES). THE RESULTS ARE INTERESTING WHEN COMPARED WITH THE RACES FOR GOVERNOR AND SENATOR.

	9TH C.D.	10TH C.D.
RN	42.3%	41.7%
HHH	25.2%	22.6
GW	17.9	23.8
UND	14.6	11.9
SENATE		
EAGLETON (D)	45	44.7
CURTIS (R)	32.2	32.3
UND	22.8	23
GOVERNOR		
HEARNS (D)	50.8	65.7
ROOS (R)	29	24.2
UND	20.2	10
CONGRESSIONAL		
BOND (R)	36	
(D)	34	
LANGRATH (R)		40.9
(D)		42.9
UND		16.2

IT IS DICK HERMAN'S OPINION THAT THE COMPARISON OF RN'S STRENGTH TO THAT OF GOVERNOR HEARNES INDICATES WE ARE GETTING DEMOCRATIC VOTES. HE ALSO FEELS THERE IS A GOOD CHANCE TO WIN THE CONGRESSIONAL SEAT IN THE 9TH DISTRICT.

MISSOURI CONT.

4. THERE ARE NOW 70 TELEPHONES IN OPERATION IN ST. LOUIS, KANSASCITY, AND SPRINGFIELD. ALAN PETERSON SAYS THAT THEY ARE GETTING 3000 VOLUNTEERS EACH DAY. THE LATEST FIRM FIGURE IS THAT 5791 PEOPLE HAVE VOLUNTEERED AS OF 25 OCTOBER.

MICHIGAN

4. AS OF 25 OCTOBER, 57,686 PEOPLE HAVE VOLUNTEERED. THAT REPRESENTS A GAIN OF 25,000 VOLUNTEERS IN A WEEK.

NEW JERSEY

1. BALLOT SECURITY STATEWIDE PRESS CONFERENCE WILL BE HELD TOMORROW WITH L.G. NICHOLS.

THE ADS HAVE NOT BEEN CANCELLED FOR TODAY AND WILL RUN ON THURSDAY ALSO.

THEY HAVE RECEIVED THIRTY NEGATIVE TELEPHONE CALLS ON THE LAUGHING HHH AD OF LAST NIGHT. THEY ARE ALSO STILL GETTING QUERIES ON MEDICARE AND SOCIAL SECURITY.

SOME CALLS HAVE CRITICIZED THE RESPONSES FROM THE "LISTEN-IN" AS BEING TOO CLOSELY TIED TO THE JOHNSON POLICIES.

3. LAMBERTVILLE BEACON
MESSENGER GAZETTE (SOMERSET COUNTY)
PLAINFIELD COURIER

ATLANTIC CITY PRESS
FREEHOLD TRANSCRIPT
CAMDEN COURIER-POST
PATERSON NEWS

4. THERE ARE 35,379 VOLUNTEERS AS OF 25 OCTOBER.

NORTH CAROLINA

1. THERE ARE DIRECT MAILINGS TO 67,000 FARMERS AND 60,000 BLACKS BEING SENT OUT.
2. AMONG BUSINESSMEN, THE NORTH CAROLINA FINANCIAL NEWS FINDS RN-67%, HHH-25%, GW-8%.
4. AS OF 25 OCTOBER, 36,612 VOLUNTEERS HAVE BEEN RECRUITED. THAT REPRESENTS AN INCREASE OF 28,400 OVER THE LAST WEEK.

OHIO

4. AS OF 25 OCTOBER, 72,145 PERSONS HAVE VOLUNTEERED. THAT REPRESENTS AN INCREASE OF 17,000 IN A WEEK.

PENNSYLVANIA

2. ALLENTOWN REPORTS THE FOLLOWING POLL OF NORTAMPTON COUNTY AS REPORTED BY THE MORNING CALL.

RN-36%
HHH-44
GW-4
UND-16

REGISTRATION IS 55,000 TO 30,000 IN FAVOR OF THE DEMOCRATS, THE LOWEST FIGURES SINCE 1952. EISENHOWER CARRIED THE COUNTY IN BOTH 1952 AND 1956, BUT JFK BARELY WON IN 1960 (41,000 TO 40,000). IN 1966 GOVERNOR SHAFER LOST IT BY 35,000 TO 31,000.

THE SAMPLE FOR THE COUNTY WAS SELECTED BY COMPUTERS, BASED UPON THOSE DISTRICTS WHICH MOST CORRECTLY REFLECT THE ACTUAL VOTE FROM 1960 AND 1966.

3. SLOVAK-AMERICAN (MIDDLETOWN, WEEKLY)
HAZELTON STANDARD-SPEAKER
UNIONTOWN EVENING STANDARD
CHARLEREI VALLEY INDEPENDENT
CAMP HILL WEST SHORE TOWER (WEEKLY)
HOMESTEAD MESSENGER
4. AS OF 25 OCTOBER, 66,710 PEOPLE HAVE VOLUNTEERED. THAT REPRESENTS AN INCREASE OF 29,180 IN ONE WEEK.

SOUTH CAROLINA

- L.
1. RADIO PROGRAMS HAVE BEEN INCREASED FROM 26 TO 82 STATIONS, AND THREE SPOTS A DAY ARE BEING USED. IN ADDITION, NEWSPAPER ADS ARE RUNNING IN ALL MAJOR DAILIES.
2. COLLEGE POLLS CONTINUE TO SHOW RN GATHERING 60-70% OF THE VOTES.
4. AS OF 25 OCTOBER, 18,752 VOLUNTEERS HAVE BEEN RECRUITED. THAT IS AN INCREASE OF 11,500 IN A WEEK.

VIRGINIA

1. THERE IS A "BIG REACTION" TO THE LAUGHING HHH AD, ALL OF WHICH IS ADVERSE.
2. SEVEN KEY PRECINCTS IN THE FIRST C.D. (VIRGINIA BEACH) WAS TAKEN TWO WEEKS AGO.
RN-36%
HHH-12
GW-17
UND-42

DESPITE THE HIGH PERCENTAGE OF UNDECIDED, SAM CARPENTER FEELS THE OUTLOOK IS GOOD FOR RN.

3. NORFOLK LEDGER-STAR
NORFOLK VIRGINIA PILOT (IT IS THE LARGER OF THE TWO PAPERS, AND ITS ENDORSEMENT WAS UNEXPECTED.)
4. AS OF 25 OCTOBER, 16,304 VOLUNTEERS HAVE BEEN RECRUITED. THIS IS AN INCREASE OF 4,000 OVER THE LAST WEEK.

END

DID YOU RECEIVE OK

P

October 28, 1968

MEMORANDUM

TO: Haldeman
FROM: Higby
SUBJECT: Summation of Daily Reports (October 25, 26, 28)

Polls:

Washington: Seattle Post Intelligencer

	RN	HHH	GW	Undecided
20 Sept	43%	31	12	14
22 Oct.	37%	36	9	18

Florida: Alan Peterson reports phone call operation in full swing and ready for all-out effort in State

All Colleges - 14,000 sample

RN 51%, HHH 32%, GW 16%.
Perry Chain of Newspapers (18 in 12 cities) will start series of endorsements this Wednesday.

Kentucky: Thirteen University polls show RN has 50% of student preferences. RN 51%, HHH 32%, GW 16%.

Michigan: Endorsed by Detroit Free Press.

Missouri: St. Louis Globe Democrat Poll

	RN	HHH	GW	Undecided
(St. Louis County)	41.8	28.6	15.5	16.1

New York: Daily News Poll seems to have incensed county leaders, causing them to redouble efforts throughout the state.

Endorsed by Albany Times Union.

Pennsylvania: Endorsements by 6 daily newspapers.

Polls in Erie Times.

	RN	HHH	GW
*24th Cong. Dist.	39.4	35.6	13.8
23rd Cong. Dist.	48.5	30.3	21.2

Dick Gregory
1.2

* Carried by JFK in 1960 97,000 to 92,000.

South Carolina: 700,000 copies of "Thurmond Speaks" brochure to all registered voters.

RN receiving ~~65%~~ ^{60-65%} on all college polls.

~~to post.~~

Illinois: Chicago Sun Times poll (Oct. 29)

RN	HHH	GW
46.29	38.52	15.09

California: Field Poll 18-21 October 977 sampled.

RN-50, HHH-34, GW-9, Undecided-6.

Texas: Alan Shivers on Statewide this Wednesday

Rockefeller Spanish radio tapes are running.

Merrill-Wirthlin now estimates results will be:

rn-42%, HHH-33%, GW-24%

Virginia: Danville Register endorsed. First time in 121-year

history of newspaper that it has endorsed a Republican.

It is located in heart of Wallace country.

Halloween, 1968

TO: Bob Haldeman
FROM: Jack Carley
SUBJECT: Daily Report

NEIGHBORS FOR NIXON

Alan Peterson called to give a general rather than state-by-state report. According to his people, there was a large, adverse reaction to the Laughing HHH ad. On the brighter side, the response among Blacks in the South to the program has exceeded normal Republican expectations. In addition, favorable commentary (100 letters per day) is being received on the Neighbors Brochure (the foldout "Nixon Stands").

In addition to their normal functions, the Neighbors will attempt to contact all their volunteers with regard to the Los Angeles telethon. Peterson's estimate is that they can reach 15 million potential homes this way. Finally, all the phones they have been using throughout the campaign will be turned over to the regular Republican Party organizations to use in getting out the vote.

NEW JERSEY

1. Nelson Gross asked that RN be as specific as possible on Medicare, Social Security, and inflation. It is his impression that HHH's attacks on RN mean to convey the notion that RN is for "planned unemployment." In fact, Gross says HHH has charged RN with just that in the state.
2. From Princeton University, the student poll:

HHH-35%
RN-28.1
RCGregory-10.9
GW-4.4

3. Newark Journal
Post Eagle
Bridgeton Evening News
Dover Daily Advance
Morris County Daily

Halloween-2

ILLINOIS

2. The Chicago Sun-Times Poll continues to show RN gaining.

	Yesterday
RN-47.27	(46.83)
HHH-38.33	(38.21)
GW-14.40	(14.96)

VIRGINIA

1. Notwithstanding Newsweek, Time, et al., Sam Carpenter feels "bullish" about the state. He remains firm that RN will carry it.
2. An overwhelming number of college polls give RN a large lead. On 24 October this report contained such a poll from Longwood College, which gave RN 79% as HHH's 11%. The same trend is evident in both Mary Washington College (Fredericksburg) and Stratford College (Danville, 5th C. D.).

In addition, the State Chamber of Commerce conducted a poll through its local chambers (some 50 key areas were involved). Its survey:

RN-41%
HHH-31
GW -24
Und-4

Nixon Agnew

Campaign Committee

450 Park Avenue
New York, N.Y. 10022
(212) 661-6400

Halloween-3

PENNSYLVANIA

2. Bucci Poll:

RN-47.5%
HHH-41.5

He projects RN victory by 350,000. Wallace is getting his votes in a mixture of 14% Democrats and 9% Republican.

MICHIGAN

1. Both Senator Brooke and Governor Hickel did well in the state.

2. Kellogg Community College (Battle Creek) student poll:

RN-55.5%
HHH-31.8
GW-13.7

Among the faculty:

RN-67.9%
HHH-25.1
GW-7.0

3. Marquette Mining Journal

Escañaba Daily

Monroe Evening News

Grand Rapids Press

Also the newspapers in Ipsilanti, Iron Mountain, Mount Pleasant, and Alma.

OK END.X
R N TEX

RMN NY

TO: BOB HALDEMAN
FROM: JACK CARLEY
SUBJECT: DAILY REPORT
DATE: NOVEMBER 1, 1968

MARYLAND

PRECINCT CANVASSES:

24TH PRECINCT (27TH WARD), BALTIMORE (REPUBLICAN AREA):

19 OCTOBER - RN-30.6%, HHH-13.8, GW-9.3, UND-46.3
30 OCTOBER - RN-35.4%, HHH-24.4, GW-8.7, UND-31.5

45TH PRECINCT (27TH WARD), BALTIMORE (DEMOCRATIC AREA):

23 OCTOBER - RN-40.9%, HHH-15.5, GW-7.3, UND-36.3
30 OCTOBER - RN-33.8%, HHH-27.1, GW-15.5, UND-23.6

PENNSYLVANIA

3. ELIZABETHTOWN CHRONICLE
QUARRYVILLE SUN
STRASBURG NEWS
LITIZ RECORD
MANHEIM STIEGEL NEWS

NORTH CAROLINA

1. ESTIMATES ARE THAT IT IS STILL A VERY CLOSE, THREE-WAY RACE.
RN TREND CORRESPONDS TO DECLINE IN GW STRENGTH.

4. STATE ESTIMATES ARE 17,600 VOLUNTEERS CALLING ON 150,000 HOMES.
HOWEVER, THE BIG SURPRISE IS THE NUMBER OF BLACK VOLUNTEERS.

TENNESSEE

2. FROM DAVIDSON COUNTY, THE LATEST POLL SHOWS A STARTLING CONTRAST
TO THE ONE TAKEN NEARLY THREE WEEKS AGO.

3 WEEKS AGO

RN-22%
HHH-30
GW-34
UND-14

LATEST

RN-35%
HHH-30
GW-26
UND-9

LA RUE FEELS THAT IF THIS POLL IS ACCURATE AND THE TREND CONTINUES
THERE IS NO DOUBT BUT THAT RN WILL CARRY STATE. MIDDLE-TENNESSEE
(NASHVILLE) IS SWING VOTE AREA AND PRECURSOR OF OUTCOME.

VIRGINIA

1. ALL TANGIBLE INDICATORS SHOW RN VICTORY. HOLTON IS HEDGING, BUT HE THINKS HHH WILL FINISH 2ND.

2. COLLEGE POLLS

	RN-448	HHH-106	GW-69	UND
MADISON (HARRISONBURG)				
WASHINGTON & LEE(LEXINGTON)	59.7%	24.5	6.6	
OLD DOMINION (NORFOLK)	50.4%	30.6	15.3	
DADNEY LANCASTER COMMUNITY COLLEGE (CLIFTON FORD)	43%	24	29	
HAMPTON-SIDNEY(PRINCE EDWARD COUNTY)	66%	11	11	

POPCORN

POLL (AS OF 31 OCTOBER):

RN-43%, HHH-22, GW-34

3. VIRGINIA GAZETTE (WILLIAMSBURG, WEEKLY)

CALIFORNIA

2. A PRIVATE POLL TAKEN FOR CONGRESSIONAL CANDIDATE PETE MCCLOSKEY:

RN-39%	MCCLOSKEY(REP)-48%	RAFFERTY(REP)-20%
HHH-25	WHITTAKER(DEM)- 6	CRANSTON(DEM)-41
GW- 7	UND -46	UND -39
OTHER-1		
UND-28		

MCCLOSKEY IS THE DOVISH CANDIDATE THAT DEFEATED SHIRLEY TEMPLE BLACK IN THE PRIMARY FOR THE NOMINATION. HIS DISTRICT IS MAINLY IN SAN MATAEO COUNTY.

ENDS.

RMN-GR

RMN NY
MIN PLSTO: BOB HALDEMAN
FROM: JACK CARLEY
SUBJECT: DAILY REPORTS

OCT 23, 1968

L
file these
in a
separate folder
Chronologically

THE FOLLOWING INFORMATION WAS COMPILED ON 23 OCTOBER. AS THIS IS THE FIRST OF THESE REPORTS, THE DATA IS UNSURPRISINGLY INCOMPLETE. THE FIRST COMPLETE REPORT WILL BE COMPILED TOMORROW.

THE FOLLOWING AREAS THAT WILL BE ANALYZED ARE:

GENERAL POLITICAL INFO
MIN PLS POLLS
PUBLICATION ENDORSEMENTS
NIXON NEIGHBOR PROGRAMS
ORGANIZATIONAL CHANGES

WHEN THERE IS NOTHING TO REPORT IN A PARTICULAR STATE OR FROM A SPECIFIC AREA, IT WILL BE ELIMINATED RATHER THAN LISTED WITHOUT COMMENT.

THE PROCEDURE ADOPTED IS THAT THE INFORMATION BE GATHERED IN THE LATE AFTERNOON AND EARLY EVENING AND THE REPORT WRITTEN FOR TRANSMISSION TO YOU BEFORE THE NEXT MORNING.

ILLINOIS

POLLS: CHICAGO SUN-TIMES (24 OCT 68)
RN - 46.98% DIRKSEN-60.91% OGLIVIE-54.45%
HHH- 37.73% CLARK-39.09% SHAPIRO-45.55%
GW - 15.29%

KENTUCKY

1. GENERAL POLITICAL INFORMATION: THERE ARE SLOW BUT STEADY GAINS FOR RN, AND THE WALLACE SUPPORT IS BEGINNING TO MELT.
4. NIXON NEIGHBOR PROGRAM: THE FIRST REPORT IS EXPECTED TOMORROW.

NEW JERSEY

1. GENERAL POLITICAL INFORMATION: GENERAL OUTLOOK IS SATISFACTORY.
2. POLLS: AN INFORMAL POLL WAS TAKEN IN A JERSEY CITY (HUDSON COUNTY) DEPARTMENT STORE TODAY. THE ORDER OF FINISH WITHOUT SPECIFICS WAS RN, GW, AND HHH.
3. PUBLICATION ENDORSEMENTS: THE NEW BRUNSWICK EVENING NEWS ENDORSED THE ENTIRE REPUBLICAN TICKET. NEW BRUNSWICK IS THE MIDDLESEX COUNTY SEAT.
5. ORGANIZATIONAL CHANGES: ATTEMPTS ARE BEING MADE TO STRENGTHEN THE HUDSON COUNTY ORGANIZATION.

NEW YORK

1. GENERAL POLITICAL INFORMATION: FROM RITA HAUSER COMES THE FEELING THAT THERE IS A GENERAL SOFTNESS IN THE JEWISH VOTE, WHICH SEEMS TO BE SLIPPING TO HHH...FAILURE TO APPEAR ON MEET THE PRESS OR FACE THE NATION IS DRAWING ADVERSE COMMENT. THE GENERAL FEELING IS THAT RN IS AFRAID TO MEET HARD ATTACKS OR SHOW HIMSELF IN NEW YORK CITY. HER OPINION IS THAT PEOPLE FEEL THE CAMPAIGN IS IN TROUBLE IN NEW YORK AND NEEDS A FRESH, -UGH APPROACH BY RN WHERE HE ELIMINATES THE SPEECH AND SAYS SOMETHING NEW AND DIFFERENT.
2. POLLS: THE NEW YORK DAILY NEWS STRAW POLL (24 OCTOBER) SHOWS RN'S LEAD OF 4% CUT TO 2%. PETER FLANIGAN REPORTS THERE IS CONTINUING, HARD EVIDENCE THAT HARRIS IS DOING THIS POLL.

SINDLINGER'S DAILY SURVEY, WHICH DERGE STILL DISCOUNTS, SHOWS AN INCREASE OF .3% AMONG THOSE WHOM VOTERS WANT TO SEE ELECTED PRESIDENT IN THE LAST WEEK. HOWEVER, THERE IS A 3.4% DECLINE AMONG THOSE WHO PLAN TO VOTE FOR PRESIDENT (RN-38.1, HHH-31.0, GW-10.4, UND-L9.6, AS OF 22 -CT.).
3. PUBLICATION ENDORSEMENTS: TWENTY ORTHODOX RABBIS, ALL OF WHOM ARE DEMOCRATS, WILL ENDORSE RN TOMORROW. THE GRAND COUNCIL OF EMERALD SOCIETY, A MAJOR IRISH - AMERICAN ASSOCIATION; WILL ENDORSE RN. THIS IS THE FIRST TIME THEY HAVE EVER ENDORSED A REPUBLICAN CANDIDATE FOR PRESIDENT.

NORTH CAROLINA

1. GENERAL POLITICAL INFORMATION: ASSESSMENT IS THAT THERE IS NOW A THREE-WAY RACE WITH A DEVELOPING TREND TOWARDS RN.
4. NIXON NEIGHBOR PROGRAM: AFTER THE FIRST WEEK OF THE PROGRAM, 6318 VOLUNTEERS HAVE BEEN RECRUITED IN CHARLOTTE, WINSTON-SALEM, GREENSBORO, RALEIGH, DURHAM, AND FAYETTEVILLE.

TEXAS

1. THE TRUTH SQUAD WAS IN TEXAS AND RECEIVED AS MUCH PRESS COVERAGE AS HHH DURING HIS VISIT.
2. POLLS:
DALLA MORNING NEWS POLL (900 INTERVIEWEES)
RN-35 GW-28 HHH-20 UND17
4. NIXON NEIGHBOR PROGRAM: THE GOT DISREGARD WORDS AFTER COLON (THE FIRST REPORT IS EXPECTED TOMORROW.

VIRGINIA

1. GENERAL POLITICAL INFORMATION: TELEPHONE BANKS ARE BEING INSTALLED IN ROANOKE AND NORFOLK TO SUPPLEMENT THE NEIGHBORS FOR NIXON EFFORT. ALSO, TWO MEN WITH 200,000 FLYERS AND BUMPER STRIPS HAVE BEEN SENT TO RURAL AREAS FOR DISTRIBUTION.

GOP CHAIRMAN SAM CARPENTER IS OPTIMISTIC ABOUT STATE AND FEELS THAT GW AND HHH WILL RUN ABOUT EVEN. AFTER HAVING WORKED WITH BLACK LEADERS, CARPENTER FEELS INROADS WERE MADE. HE PREDICTS RN WILL CARRY NORTHERN VIRGINIA. ASSESSES GW STATEWIDE IMPACT AS LIMITED.

WALLACE IN ROANOKE THIS EVENING.
2. POLLS: NORTHERN VIRGINIA (TAKEN BY LIN HOLTON, PRIVATE CANVASS): RN-45, HHH 35, GW-28 (21 -CT)
SECOND CONGRESSIONAL DISTRICT (PROFESSIONAL POLL): RN-28, HHH-28, GW-29, UND-L5 (5 -CT)
SECOND CONGRESSIONAL DISTRICT (PROFESSIONAL POLL, CONGRESSIONAL RACE): REPUBLICAN-50, DEMOCRAT-33, UND-17. (5 OCT).
4. NIXON NEIGHBOR PROGRAM: THE PRGRAM IS ACTIVE IN RICHMOND, WILLIAMSBURG, HAMPTON, AND NEWPORT NEWS.

END DAILY REPORT

file

Nixon Agnew

Campaign Committee

450 Park Avenue
New York, N.Y. 10022
(212) 661-6400

*Ditto
Board*

24 October 68

TO: Bob Haldeman
FROM: Jack Carley
SUBJECT: Daily Report

Attached is the report for today. Added to the list of states is South Carolina, making a total of 14.

Outside of the figures given in individual states for the Neighbors Program, some general comments were made by Alan Peterson to me. The essence of them is that the program is making excellent inroads into the South. Proof of this fact is the almost immediate response from Southern blacks to it. Also, there is a better response in normally Democrat and Independent areas in the South than Republican ones. As of now, 14 million pieces of literature have been mailed, and 300-400 letters are received daily in Washington. Finally, there is the obvious generation of excitement after RN has visited an area, estimates varying from twice to thrice the normal response.

On Friday a general poll from Wave I will be included in the report according to Peter Flanigan.

24 Oct

CALIFORNIA

1. GENERAL POLITICAL INFORMATION:

2. POLLS:

3. PUBLICATION ENDORSEMENTS:
Long Beach Press Telegram
Los Angeles Herald Examiner

4. NIXON NEIGHBOR PROGRAM:

As of 18 October, state has 310 phones and recruited 70,436 volunteers.

5. ORGANIZATIONAL CHANGES:

FLORIDA

1. GENERAL POLITICAL INFORMATION:

2. POLLS:

3. PUBLICATION ENDORSEMENTS:

4. NIXON NEIGHBOR PROGRAM:

As of 18 October, state has 147 phones and recruited 10,560 volunteers

5. ORGANIZATIONAL CHANGES:

ILLINOIS

1. GENERAL POLITICAL INFORMATION:

2. POLLS:

Chicago Sun-Times Poll(25 October publication):

RN-46.42	Dirksen-60.44	Oglivie-53.98
HHH-37.96	Clark-39.56	Shapiro-46.02
GW-15.62		

From yesterday's results, all three Republicans have lost ground.
RN- -.56(HHH+ .23, EW+ .33); Dirksen- -.47(Clark added that amount);
Oglivie- -.47.

3. PUBLICATION ENDORSEMENTS:

Chicago News

Chicago Sun-Times(copy of endorsement attached)

4. NIXON NEIGHBOR PROGRAM:

As of 19 October, state has 189 phones and 41, 183 volunteers.

5. ORGANIZATIONAL CHANGES:

KENTUCKY

1. GENERAL POLITICAL INFORMATION:

2. POLLS:

3. PUBLICATION ENDORSEMENTS:

4. NIXON NEIGHBOR PROGRAM:

As of 18 Oct, there are 60 phones that began operation 21 Oct.
No figures on volunteers available as yet.

5. ORGANIZATIONAL CHANGES:

MICHIGAN

1. GENERAL POLITICAL INFORMATION:

2. POLLS:

3. PUBLICATION ENDORSEMENTS:

Dearborn Press
Battle-Creek Enquirer-News

4. NIXON NEIGHBOR PROGRAM:

As of 18 Oct, there are 130 phones in operation that have recruited 32,783 volunteers.

5. ORGANIZATIONAL CHANGES:

MISSOURI

1. GENERAL POLITICAL INFORMATION:

Governor Hearnes is not making any meaningful efforts for HHH. He seems to be concentrating on form instead of substance. Labor leaders are concentrating on persuading union members to vote for HHH instead of GW.

2. POLLS: The following are local polls:
- Hannibal(11 October, 1000 sample): RN-49, HHH-13, GW-36
 - Columbia(1 Oct): RN-28, HHH-24, GW-9
 - Mexico, Mo.(23 Oct): RN-54, HHH-26, GW-19
 - St. Louis County(10 Oct): RN-47.5, HHH-18.2, GW-18.7

3. PUBLICATION ENDORSEMENTS:

Kansas City Star

4. NIXON NEIGHBOR PROGRAM:

80 Phones began operation on 21 October, and there are no figures available on volunteers now.

5. ORGANIZATIONAL CHANGES:

NEW JERSEY

1. GENERAL POLITICAL INFORMATION:

2. POLLS:

3. PUBLICATION ENDORSEMENTS:

4. NIXON NEIGHBOR PROGRAM:
There are 84 phones that produced 31,220 volunteers.

5. ORGANIZATIONAL CHANGES:

NEW YORK

1. GENERAL POLITICAL INFORMATION:

Rita Hauser reports a very positive reaction in New York City to the news that RN will appear on Face the Nation this Sunday. In addition, "everyone here is looking forward to the Friday night show."

Hauser also senses great concern that RN deal with the NYC Teachers' strike. Another "crucial issue" is appealing to the Jewish Civil servant and the NYC union vote.

[REDACTED]

[REDACTED]

2. POLLS:

3. PUBLICATION ENDORSEMENTS:

4. NIXON NEIGHBOR PROGRAM:

5. ORGANIZATIONAL CHANGES:

NORTH CAROLINA

1. GENERAL POLITICAL INFORMATION:

There is a perceptible increase in Campaign morale and a feeling that Wallace is beginning to fade. "Thurmond Speaks" brochures are being distributed on a statewide basis next week and a special 67,000 mailing to farmers. A 2,000 mailing of the "Stop Wallace" brochure is going to Negro Ministers, and an organized bumper strip blitz is said to be operative in 67 counties.

2. POLLS:

3. PUBLICATION ENDORSEMENTS:

4. NIXON NEIGHBOR PROGRAM:

Supplementing yesterday's figures of 6318 volunteers is the further information that 86 phones have recruited 7518 volunteers.

5. ORGANIZATIONAL CHANGES:

A Ballot Security Program is being started.

OHIO

1. GENERAL POLITICAL INFORMATION:

2. POLLS:

3. PUBLICATION ENDORSEMENTS:

Akron Beacon-Journal
Toledo Blade
Toledo Times

4. NIXON NEIGHBOR PROGRAM:

149 phones have turned on 55,850 volunteers.

5. ORGANIZATIONAL CHANGES:

PENNSYLVANIA

1. GENERAL POLITICAL INFORMATION:

2. POLLS:

3. PUBLICATION ENDORSEMENTS:

Philadelphia News
Harrisburg News
Harrisburg Patriot-News
Williamsport Sun-Gazette

4. NIXON NEIGHBOR PROGRAM:

137 phones have made for 37,530 volunteers.

5. ORGANIZATIONAL CHANGES:

SOUTH CAROLINA

1. GENERAL POLITICAL INFORMATION:

They feel the campaign is both well-organized and well-financed.

2. POLLS:

Undetermined college polls show RN receiving 60-70% of the vote.

3. PUBLICATION ENDORSEMENTS:

4. NIXON NEIGHBOR PROGRAM:

The program started on 14 October and called 48,000 people in Columbia, Greenville, and Charleston. Columbia got 2000+ volunteers, Greenville 2500+, and Charleston 2200+. The program is being initiated in 7 additional areas.

Exact figures received indicated 70 phones in operation and 6974 volunteers.

5. ORGANIZATIONAL CHANGES:

TEXAS

1. GENERAL POLITICAL INFORMATION:

Overall campaign adjudged as one of our best efforts. Indications are that it is both well-organized and financed. For instance, there is a \$900,000 budget allowance for 1 October until Election Day. The polls(see below)reveal ~~an~~ a favorable trend.

2. POLLS:

The results of the latest statewide poll, which was just finished for us, were: RN-38, HHH-38, GW-21, Und-3.

Amarillo Daily News Poll, a scientific sampling of the Cong. Dist., gives RN-37, HHH-24, GW-33, Und-6. A Baylor University Poll, which "traditionally" runs 20% ahead of the state vote, gave RN 70%. The canvass results in Waco were RN-37, HHH-24, GW-24, Und-25, Declined to answer-14(these are pure numbers and not percentages).

3. PUBLICATION ENDORSEMENTS:

Lubbock Avalanche-Journal

4. NIXON NEIGHBOR PROGRAM:

There are 139 Phones and 27,613 volunteers as of 18 Oct.

5. ORGANIZATIONAL CHANGES:

VIRGINIA

1. GENERAL POLITICAL INFORMATION: Lin Holton reports that State Sen. Ken Robinson (Winchester) feels things are going well and the Wallace strength is not particularly strong. The 3rd District (Richmond) feels there is a RN majority there. A local Negro Baptist organization, which lays claim to 2000 votes, endorsed RN. Chairman of Fairfax County, which has 45,000 votes, predicts RN will get 55% on the basis of canvassing and past experience. HHH will be 2nd and GW last. Finally, Sam Carpenter estimates that the absentee ballots will reach at least 45,000 with particular emphasis in the Military, which he feels will help RN.

2. POLLS: The following are random, non-professional local polls:

Roanoke:

1. Professional Engineer Group polled at last night's meeting.

RN-13, HHH-1, GW-2, Und-2

2. Telephone canvass of 583 registered voters from precincts of incomes of \$10,000 and more. RN-346, HHH-34, GW-10, Und-50, Declined to answer-143.

Prince Edward County: Longwood College, predominantly a girls' school, took a straw poll (436 votes). RN-79%, HHH-11, GW-10. Area itself described as "hardrock Wallace country" because of race stand.

3. PUBLICATION ENDORSEMENTS:

Alexandria Journal, Fairfax Journal, and Arlington Journal, all under common ownership, endorsed RN last week. These papers are in Northern Virginia.

The Southern Baptist Headquarters in Atlanta endorsed RN, which should have favorable effect on some Virginians.

4. NIXON NEIGHBOR PROGRAM:

In the Tidewater area, a preliminary report indicates a good response to the program. Statistics will be given tomorrow on how many people have volunteered. However, it is certain that the number of people who volunteered increased after RN visit.

Specific information is that there are 29 phones and 12,365 volunteers recruited as of 18 October.

5. ORGANIZATIONAL CHANGES:

News Summary

Friday, September 20, 1968

Chat

Larry O'Brien attacked RN again. Quotes RN as "a cosmetic candidate" whose "make-up is wearing thin." "The American people will not forget that it was RN who called ... Truman a traitor. It was RN who accused ... Stevenson of giving aid and comfort to the Communists. And there is one I personally will never forget. It was RN who in ... 1960 ... called JFK a bare faced liar."

not true
 nail
 him
 not true
 (attached to
 poster)

Just quote Cushing.

Haldem }
 Chatin }

Here we go again!
 When in hell are we
 going to get some answers
 out - which will be picked up? -
 I think this is high priority.
 Give me a report.
 Why not a big mailing of Cushing
 to all editors - committees etc.
 to give the lie to O'Brien low road attacks

Chart

THURSDAY, SEPTEMBER 12, 1968 -- NEW YORK TIMES

"O'BRIEN ATTACKS ROLE FOR AGNEW"

By Robert H. Phelps

WASHINGTON, Sept. 11 -- Lawrence F. O'Brien, the Democratic National Chairman, said that it was apparent that Governor Spiro T. Agnew of Maryland had been delegated to "travel the low road" in the Republican campaign this year.

... "It saddened me. It is apparent to me that Agnew has been delegated by Mr. Nixon to travel the low road - and with the tradition of Nixon campaigns, the low road is the rock bottom."

US News columns - Agnew + Forbes - stories identical

*What done to defend Agnew?
What else are they getting out?*

Chat

MEMO TO RN

From Buchanan

September 13, 1968

Hubert is starting to get pretty personal and pretty nasty here. I also note that Lawrence O'Brien seems to be getting a good press for his comments about RN. He is separate I believe from their operation. Our own stuff I think is as good or better, but they invariably fold Bob Ellsworth's comments in underneath your story----and it doesn't get the headline it should. Does RN think it might be possible for us to get someone apart from the campaign plane----in New York with a real instinct for the jugular who would issue these nut-cutting statements we are getting out. O'Brien is fortunate in that he is a former Cabinet official, a celebrity of sorts in his own right, and that he gets up there and gets out some pretty good stuff. Our surrogates are not getting the AP wire the way that O'Brien is. I am beginning to wonder if maybe we should have Spiro start firing off the gut-busters for the P.M.s or something. Why sure as hell sit up and take notice of the way he wraps them. He is making Muskie look feeble.

BUCHANAN

Chat

- try hanging on Klein?
- or who else - Rhyme?
- or both - simultaneous

attack O'Brien as
hatchet man -
jump from one
campaign to
another