

Richard Nixon Presidential Library
Contested Materials Collection
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45	50	11/1/1972	<input type="checkbox"/>	Campaign	Memo	To: H.R. Haldeman From: Gordon Strachan RE: "Election Eve." 1pg
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THE WHITE HOUSE

WASHINGTON

ADMINISTRATIVELY CONFIDENTIAL

November 1, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN S
SUBJECT: Election Eve

Peter Dailey called regarding the Election Eve alternatives:

1) Purchase the NBC 5 minutes after McGovern from 8:55-9:00. If the President decides against going on, the China, Russia, or other 5 minute CRP ad could be run;

2) Purchase the ABC 1/2 hour from 8:30-9:00 EST, 7:30-8:00 CST and 9:30-10:00 PST which the Democrats have cancelled. This would cost 39,000. The program could be either a created event or a documentary plus the President's 5 minute election eve address;

3) Purchase the CBS 5 minutes at 10:55-11:00 p.m. (following Bill Cosby). CBS will not participate in any straight three network one-time buy unless the President uses Section 315, which Dailey opposes;

4) CBS would also sell a full 1/2 hour but at an 80,000 cost because Bill Cosby would be pre-empted;

Dailey placed an urgent call to Clark MacGregor, who agreed with the 5 minute buy on NBC (after McGovern); the 5 minute buy on CBS (after Bill Cosby); and the 1/2 hour on ABC. Dailey will proceed with these purchases but would negotiate out if you disagree.

Peter Dailey strongly recommends against a Frank Sinatra Special pushed in opposite McGovern. He believes it is too expensive, too tricky, and not becoming of the Presidency.

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GS/jb

*also
5 min
football
game*

*9:30-
10:00*

*Dailey
go*

*Dailey
go*

*Dailey
go*